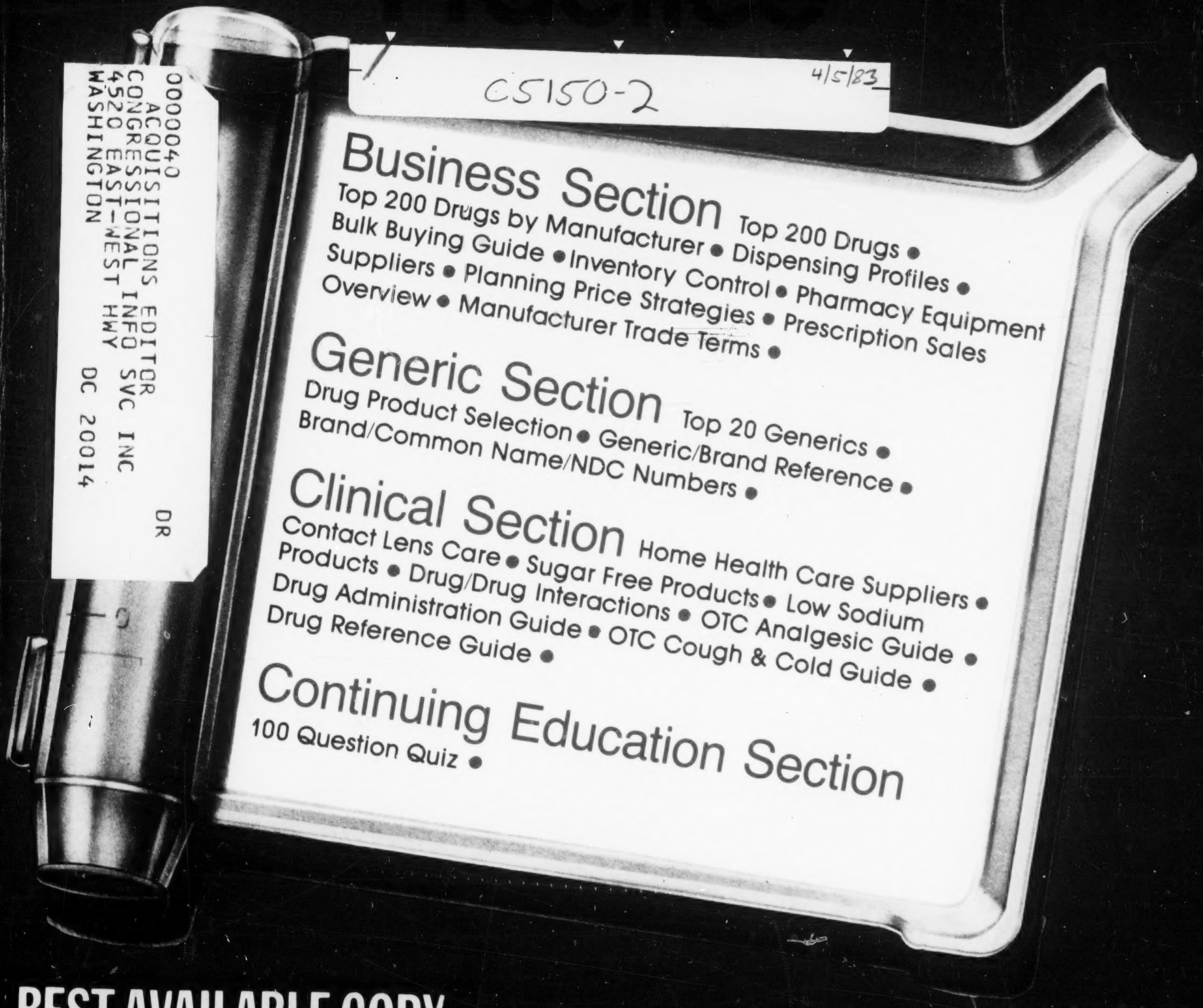
Practice



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Business Section

Top 200 Drugs • Top 200 Drugs by Manufacturer • Dispensing Profiles • Bulk Buying Guide • Inventory Control • Pharmacy Equipment Suppliers • Planning Price Strategies • Prescription Sales Overview • Manufacturer Trade Terms •

Generic Section

Top 20 Generics • Drug Product Selection • Generic/Brand Reference • Brand/Common Name/NDC Numbers •

Clinical Section

Home Health Care Suppliers • Contact Lens Care • Sugar Free Products • Low Sodium Products • Drug/Drug Interactions • OTC Analgesic Guide • Drug Administration Guide • OTC Cough & Cold Guide • Drug Reference Guide •

Continuing Education Section

100 Question Quiz •

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Top 200 Products Ranked

The relative importance of the top 200 pharmaceutical products can't be overemphasized: They play an important role in an average pharmacy's sales and inventory control. A leading pharmaceutical marketing research supplier claims the top 200 Rx products account for 70% of all new scripts filled in the United States; the top 50 products, nearly 41% of all new prescriptions.

Information in this section can be used for planning and controlling inventory, estimating dollar sales volume, and budgeting gross profit. Three criteria are used to rank the top 200 products:

Total number of scripts
Dollar volume
Dollar margin

Analysis of these three criteria reveals that the number of prescriptions and retail dollar sales should not be the sole measures of a pharmacy's volume. For example, data presented here indicate that Tylenol with Codeine 30mg, Darvocet-N 100mg, and Dalmane 30mg each rank higher in terms of dollar margin generated than in terms of dollar sales. Other products, such as birth control pills, rank higher in terms of dollar volume, yet are much lower in terms of dollar margin contributed.

The importance of new products is reflected by Feldene 20mg, in the span of a few months it is a leading dollar volume product on pharmacists' shelves.

Number of Rxs	$ Volume	$ Margin*
1 Dyazide Capsules	Tagamet Tablets 300mg	Dyazide Capsules
2 Tagamet Tablets 300mg	Dyazide Capsules	Tagamet Tablets 300mg
3 Valium Tablets 5mg	Valium Tablets 5mg	Valium Tablets 5mg
4 Lasix Tablets 40mg	Feldene Capsules 20mg	Tylenol w/Codeine 30mg
5 Tylenol w/Codeine 30mg	Inderal Tablets 40mg	Darvocet-N Tablets 100mg
6 Slow K Tablets 600mg	Motrin Tablets 400mg	Lasix Tablets 40mg
7 Darvocet-N Tablets 100mg	Aldomet Tablets 250mg	Slow K Tablets 600mg
8 Lanoxin Tablets 0.25mg	Darvocet-N Tablets 100mg	Keflex Pulvules 250mg
9 Lanoxin Tablets 0.125mg	Slow K Tablets 600mg	Feldene Capsules 20mg
10 Inderal Tablets 40mg	Lasix Tablets 40mg	Zomax Tablets 100mg
11 Dilantin Kapsules 100mg	Keflex Pulvules 250mg	Inderal Tablets 40mg
12 Aldomet Tablets 250mg	Keflex Capsules 500mg	Dalmane Capsules 30mg
13 Motrin Tablets 400mg	Motrin Tablets 600mg	Motrin Tablets 400mg
14 Dalmane Capsules 30mg	Clinoril Tablets 200mg	Empirin 325 w/Codeine 30mg
15 Empirin 325 w/Codeine 30mg	Naprosyn Tablets 250mg	Aldomet Tablets 250mg
16 Zomax Tablets 100mg	Diabinese Tablets 250mg	Lanoxin Tablets 0.25mg
17 Inderal Tablets 10mg	Zomax Tablets 100mg	Lanoxin Tablets 0.125mg
18 Keflex Pulvules 250mg	Lopressor Tablets 50mg	Lopressor Tablets 50mg
19 Inderal Tablets 20mg	Procardia Capsules 10mg	Motrin Tablets 600mg
20 Lopressor Tablets 50mg	Valium Tablets 10mg	Inderal Tablets 20mg
21 Feldene Capsules 20mg	Tylenol w/Codeine 30mg	Keflex Capsules 500mg
22 Lo/Ovral 21-pak	Tenormin Tablets 50mg	Bactrim-D.S. 28-pak
23 Motrin Tablets 600mg	Inderal Tablets 20mg	Inderal Tablets 10 mg
24 Actifed Tablets	Indocin Capsules 25mg	Ativan Tablets 1mg
25 Diabinese Tablets 250mg	Naprosyn Tablets 375mg	E.E.S. Filmtabs 400
26 Bactrim D.S. 28-pak	Bactrim D.S. 28-pak	Dilantin Kapsules 100mg
27 E.E.S. Filmtabs 400	Dalmane Capsules 30mg	Synalgos-DC Capsules
28 Ativan Tablets 1mg	Dilantin Kapsules 100mg	Actifed Tablets
29 Premarin Tablets 1.25mg	Ativan Tablets 1mg	Tenormin Tablets 50mg
30 Valium Tablets 10mg	Inderal Tablets 10mg	Valium Tablets 10mg
31 Dimetapp Elixir	Lo/Ovral 21-pak	Naprosyn Tablets 250mg
32 Synalgos-DC Capsules	Aldorii-25 Tablets	Monistat Vaginal Cream
33 Lasix Tablets 20mg	Clinoril Tablets 150mg	Dimetapp Elixir
34 Ortho-Novum 1/50 21	Persantine Tablets 25mg	Septra D.S. Tablets
35 Indocin Capsules 25mg	Vibramycin Capsules 100mg	Indocin Capsules 25mg
36 Dimetapp Extentab	Timoptic Ophthalmic Soln 0.5%	Flexeril Tablets 10mg
37 Monistat-7 Vaginal Cream	Aldomet Tablets 500mg	Clinoril Tablets 200mg
38 Hydrodiuril Tablets 50mg	Flexeril Tablets 10mg	Lomotil Tablets 2.5mg
39 Ovral 21 3-pak	Septra-DS 20-pak	Diabinese Tablets 250mg
40 Premarin Tablets 0.625mg	Tolectin DS Capsules 400mg	Premarin 1.25mg

*Based on AWP cost.

Top 200 Products Ranked

Number of Rxs	$ Volume	$ Margin*
41 Keflex Capsules 500mg	Premarin Tablets 1.25mg	Lasix Tablets 20mg
42 Procardia Capsules 10mg	Hydergine Oral Tablets 1mg	Dimetapp Extentab
43 Naprosyn Tablets 250mg	E.E.S. Filmtabs 400	Naprosyn Tablets 375mg
44 Amoxil Suspension 250mg/5ml	Monistat Vaginal Cream	Percodan Tablets
45 Lomotil Tablets 2.5mg	Empirin 325mg w/Codeine 30mg	Tylenol w/Codeine 60mg
46 Septra-DS 20-pak	Ortho-Novum 1/50 21	Persantine Tablets 25mg
47 Tenormin Tablets 50mg	Zyloprim Tablets 300mg	Vicodin Tablets
48 Librax Capsules	Ser-Ap-Es Tablets	Premarin Tablets 0.625mg
49 Clinoril Tablets 200mg	Aldactazide Tablets	Parafon Forte Tablets
50 Aldoril-25 Tablets	Ovral-21 3-pak	Dalmane Capsules 15mg
51 Achromycin V Capsules 250mg	Librax Capsules	Amoxil Suspension 250mg/5ml
52 Persantine Tablets 25mg	Lopressor Tablets 100mg	Talwin Tablets 50mg
53 Dalmane Capsules 15mg	Corgard Tablets 40mg	Tranxene Capsules 7.5mg
54 Hygroton Tablets 50mg	Tegretol Tablets 200mg	Vibramycin Capsules 100mg
55 Ser-Ap-Es Tablets	Lomotil Tablets 2.5mg	Aldoril-25 Tablets
56 Synthroid Tablets 0.1mg	Theo-Dur Tablets 300mg	Theo-Dur Tablets 300mg
57 Donnatal Tablets	Parafon Forte Tablets	Fiorinal w/Codeine #3
58 Flexeril Tablets 10mg	Flagyl Tablets 250mg	Librax Capsules
59 Vicodin Tablets	Hygroton Tablets 50mg	Phenaphen w/Codeine #3
60 Amoxil Suspension 125mg/5ml	Inderal Tablets 80mg	Hydrodiuril Tablets 50mg
61 Theo-Dur Tablets 300mg	Nalfon Tablets 600mg	Ornade Spansules
62 Phenaphen w/Codeine #3	Vibra-Tablets 100mg	Hygroton Tablets 50mg
63 Valium Tablets 2mg	Synalgos-DC Capsules	Timoptic Ophthalmic Soln 0.5%
64 Benadryl Capsules 25mg	Lanoxin Tablets 0.25mg	Drixoral Tablets
65 Tranxene Capsules 7.5mg	Indocin Capsules 50mg	Amoxil Capsules 250mg
66 Ornade Spansules	Insulin NPH U-100	Ser-Ap-Es Tablets
67 Percodan Tablets	Quinaglute Duratabs	Amoxil Suspension 125mg/5ml
68 Drixoral Tablets	Ceclor Pulvules 250mg	Darvon Compound Pulvules 65
69 Benadryl Kapseals 50mg	Mellaril Tablets 25mg	Restoril Capsules 30mg
70 Parafon Forte Tablets	Nolvadex Tablets 10mg	Zyloprim Tablets 300mg
71 Insulin NPH U-100	Actifed Tablets	Corgard Tablets 40mg
72 Amoxil Capsules 250mg	Persantine Tablets 50mg	Benadryl Kapseals 50mg
73 Timoptic Ophthalmic Soln 0.5%	Talwin Tablets 50mg	Achromycin V Capsules 250mg
74 Ortho-Novum 1/35 21	Minipress Capsules 1mg	Fiorinal Tablets
75 Vibramycin Capsules 100mg	Premarin Tablets 0.625mg	Benadryl Capsules 25mg
76 Thyroid Tablets 60mg	Dimetapp Extentab	Synthroid Tablets 0.1mg
77 Fiorinal w/Codeine #3	Lanoxin Tablets 0.125mg	Valium Tablets 2mg
78 Aldactazide Tablets	Triavil Tablets 2-25	Theo-Dur Tablets 200mg
79 Cogentin Tablets 2mg	Tylenol w/Codeine 60mg	Donnatal Tablets
80 Darvon Compound Pulvules 65	Tolinase Tablets 250mg	Tolectin D.S. Capsules 400mg
81 Tylenol w/Codeine 60mg	Orinase Tablets 500mg	Phenergan Expectorant w/Codeine
82 Naprosyn Tablets 375mg	Lasix Tablets 20mg	Minipress Capsules 1mg
83 Restoril Capsules 30mg	Percodan Tablets	Mycolog Cream
84 Fiorinal Tablets	Amoxil Suspension 250mg/5ml	Lotrimin Cream 1%
85 Zyloprim Tablets 300mg	Pavabid Capsules 150mg	Clinorial Tablets 150mg
86 Mellaril Tablets 25mg	Drixoral Tablets	Hydergine Oral Tablets 1mg
87 Minipress Capsules 1mg	Accutane Capsules 40mg	Ceclor Pulvules 250mg
88 Phenergan Expectorant w/Codeine	Ortho-Novum 1/35	Naldecon Tablets
89 E-Mycin Tablets 250mg	Ornade Spansules	Aldactazide Tablets
90 Theo-Dur Tablets 200mg	Naldecon Tablets	Vibra Tabs 100mg
91 Talwin Tablets 50mg	Hydrodiuril Tablets 50mg	Nalfon Tablets 600mg
92 Librium Capsules 10mg	Minipress Capsules 2mg	E-Mycin E.C. Tablets 333mg
93 V-Cillin K Tablets 250mg	Ativan Tablets 2mg	E-Mycin Tablets 250mg
94 Corgard Tablets 40mg	Theo-Dur 200mg	V-Cillin K Tablets 250mg
95 Lotrimin Cream 1%	Fiorinal w/Codeine #3	Ventolin Inhaler Refill

*Based on AWP cost.

Top 200 Products Ranked

Number of Rxs	$ Volume	$ Margin*
96 Orinase Tablets 500mg	Mycolog Cream	Librium Capsules 10mg
97 Mycolog Cream	Tagamet Tablets 200mg	Flagyl Tablets 250mg
98 Ortho-Novum 1/35 28	Catapres Tablets 0.1mg	Mellaril Tablets 25mg
99 Norinyl 1-50 21	Ortho-Novum 1/50 28	Antivert Tablets 25mg
100 Ortho-Novum 1/50 28	Dalmane Capsules 15mg	Elavil Tablets 25mg
101 Clinoril Tablets 150mg	K-Lyte Orange	Omnipen Capsules 250mg
102 Naldecon Tablets	Mellaril Tablets 50mg	Actifed Syrup
103 E-Mycin E.C. Tablets 333mg	Transderm-Nitro 5mg	K-Tabs 750mg
104 Lo/Ovral-28	Timoptic Ophthalmic Soln 0.25%	E.E.S. Liquid 200
105 Mellaril Tablets 50mg	Vicodin Tablets	Omnipen Capsules 500mg
106 Pavabid Capsules 150mg	Norinyl 1-50 21	Macrodantin Capsules 50mg
107 Tegretol Tablets 200mg	Librium Capsules 10mg	Catapres Tablets 0.1mg
108 Actifed Syrup	Dimetapp Elixir	Persantine Tablets 50mg
109 Hydergine Oral Tablets 1mg	Sinemet Tablets 25/250	Triavil Tablets 2-25
110 Elavil Tablets 25mg	Valium Tablets 2mg	Aldomet Tablets 500mg
111 Antivert Tablets 25mg	Demulen Triopack	Orinase Tablets 500mg
112 Ventolin Inhaler Refill	Persantine Tablets 75mg	Lopressor Tablets 100mg
113 Omnipen Capsules 250mg	Norpace Capsules 150mg	K-Lyte Orange
114 Nitrostat Tablets 0.4mg	Antivert Tablets 25mg	Tenuate Dospan 75mg
115 Aldomet Tablets 500mg	Darvon Compound Pulvules 65	Anaprox Tablets 275mg
116 Demulen TrioPak	Ortho-Novum 1/35 28	Inderal Tablets 80mg
117 Surfak Capsules 240mg	Anaprox Tablets 275mg	Pavabid Capsules 150mg
118 Tolectin DS Capsules 400mg	Lo/Ovral-28	Ru-Tuss Tablets
119 Catapres Tablets 0.1mg	Ventolin Inhaler Refill	Brethine Tablets 2.5mg
120 Isordil Titradose 10mg	Reglan Tablets 10mg	Indocin Capsules 50mg
121 K-Tabs 750mg	Lotrimin Cream 1%	Isordil Titradose 10mg
122 Vibra-Tabs 100mg	Carafate Tablets 1gm	Erythrocin Tablets 250mg
123 Omnipen Capsules 500mg	Minocin Capsules 50mg	Tranxene Capsules 3.75mg
124 Nalfon Tablets 600mg	Macrodantin Capsules 50mg	Moduretic Tablets 5/50
125 E.E.S. Liquid 200	Aldactone Tablets 25mg	Reglan Tablets 10mg
126 Zyloprim Tablets 100mg	Amoxil Capsules 250mg	Tegretol Tablets 200mg
127 Triavil Tablets 2-25	Minocin Capsules 100mg	Pen-Vee K Tablets 250mg
128 Tetracycline Capsules 250mg	Nitrobid Capsules 6.5mg	Ionamin Capsules 30mg
129 Synthroid Tablets 0.2mg	Tenuate Dospan 75mg	Zyloprim Tablets 100mg
130 Pen-Vee K Tablets 250mg	Bendectin Tablets	Proventil Inhaler 17gm
131 Enduron Tablets 5mg	Atarax Tablets 25mg	Tuss Ornade Spansules
132 Sumycin Capsules 250mg	Quinidex Extentabs	Medrol 4mg Dospak
133 Brethine Tablets 2.5mg	Catapres Tablets 0.2mg	Atarax Tablets 25mg
134 Ru-Tuss Tablets	Dolobid Tablets 500mg	Thyroid Tablets 60mg
135 Antivert Tablets 12.5mg	Brethine Tablets 2.5mg	Septra Suspension
136 Flagyl Tablets 250mg	Inderide Tablets 40-25	Enduron Tablets 5mg
137 Erythrocin Tablets 250mg	Fiorinal Tablets	Insulin NPH U-100
138 Ceclor Pulvules 250mg	E-Mycin Tablets 250mg	Timoptic Ophthalmic Soln 0.25%
139 Lopressor Tablets 100mg	Depakene Capsules 250mg	Bendectin Tablets
140 Erythrocin BA Filmtab 250mg	Isordil Titradose 10mg	Combid Spansules
141 Macrodantin Capsules 50mg	Moduretic Tablets 5/50	Erthromycin B.A. Filmtabs 250mg
142 Inderal Tablets 80mg	Procan SR Tablets 500mg	Provera Tablets 10mg
143 Mellaril Tablets 100mg	Norpace Capsules 100mg	Robaxin Tablets 750mg
144 Ovulen-21 Compak 1mg	Naprosyn Tablets 500mg	Inderide Tablets 40-25
145 Tuss-Ornade Spansules	Duricef Capsules 500mg	Tolinase Tablets 250mg
146 Benadryl Elixir	Elavil Tablets 25mg	Minipress Capsules 2mg
147 Apresoline Tablets 25mg	Ovulen-21 Compak 1mg	Fastin Capsules 30mg
148 Coumadin Tablets 5mg	Nitrobid Capsules 2.5mg	Norgesic Tablets Forte
149 Timoptic Opthalmic Soln 0.25%	Restoril Capsules 30mg	Antivert Tablets 12.5mg
150 Tranxene Capsules 3.75mg	Benadryl Kapseals 50mg	Benadryl Elixir

*Based on AWP cost.

Top 200 Products Ranked

Number of Rxs	$ Volume	$ Margin*
151 Ativan Tablets 2mg	Haldol Tablets 10mg	Equagesic Tablets
152 Proventil Inhaler 17gm	E-Mycin E.C. Tablets 333mg	Empirin 325mg w/Codeine 60mg
153 K-Lyte Orange	Corgard Tablets 80mg	Tetracycline Capsules 250mg
154 Septra Suspension	Enduron Tablets 5mg	Dolobid Tablets 500mg
155 Provera Tablets 10mg	Ionamin Capsules 30mg	Valisone Cream 0.1%
156 Esidrix Tablets 50mg	Haldol Concentrate	Sumycin Capsules 250mg
157 Persantine Tablets 50mg	Combid Spansules	Fiorinal Capsules
158 Moduretic Tablets 5/50	Meclomen Capsules 100mg	Quinaglute Duratabs
159 Tolinase Tablets 250mg	Minipress Capsules 5mg	Hygroton Tablets 25mg
160 Medrol 4mg 21 Dospak	Amoxil Suspension 125mg/5ml	Pediazol Suspension
161 Tenuate Dospan 75mg	Synthroid Tablets 0.1mg	Imodium Capsules 2mg
162 Hygroton Tablets 25mg	Zyloprim Tablets 100mg	Eryc Capsules 250mg
163 Indocin Capsules 50mg	Mellaril Tablets 100mg	Phenergan VC w/ Codeine
164 Atarax Tablets 25mg	Salutensin Tablets	Actifed-C Expectorant
165 Anaprox Tablets 275mg	K-Tabs 750mg	Trinalin Tablets
166 Hydrochlorothiazide tablets 50mg	Phenaphen w/Codeine #3	Bactrim Pediatric Suspension
167 Valisone Cream 0.1%	Indocin SR 75mg	Esidrix Tablets 50mg
168 Reglan Tablets 10mg	Proventil Inhaler 17gm	Coumadin Tablets 5mg
169 Fiorinal Capsules	Tranxene Capsules 3.75mg	Duricef Capsules 500mg
170 Sinequan Capsules 25mg	Norgesic Forte Tablets	Tagamet Tablets 200mg
171 Phenobarbital Tablets 30mg	Limbitrol Tablets 10-25	Phenergan Expectorant Plain
172 Phenergan Expectorant Plain	Apresoline Tablets 25mg	Quinamm Tablets
173 Combid Spansules	Triavil Tablets 2-10	Synthroid Tablets 0.2mg
174 Ovral-28 Pilpak	Danocrine Capsules 200mg	Klotrix Tablets 10meq
175 Inderide Tablets 40-25	Valisone Cream 0.1%	Entex LA
176 Equagesic Tablets	Triavil Tablets 4-25	Premarin Vaginal Cream
177 Minipress Capsules 2mg	Regroton Tablets	A.P.C. w/Codeine 60mg
178 Phenergan VC w/Codeine	Medrol 4mg 21 Dosepak	Soma Compound
179 Actifed-C Expectorant	Aldoril-15 Tablets	Desyrel Tablets 50mg
180 Ionamin Capsules 30	Brethine Tablets 5mg	Novahistine DH Elixir
181 Trinalin Tablets	Provera Tablets 10mg	Triavil Tablets 2-10
182 Bactrim Pediatric Suspension	Geocillin Tablets	Spectrobid Tablets 400mg
183 Nitrobid Capsules 2.5mg	Vanceril Inhaler 16.8gm	Naldecon Pediatric Syrup
184 Klotrix Tablets 10meq	Atromid S Capsules 500mg	Minocin Capsules 50mg
185 Nesoporin Ophthalmic Drops	Macrodantin Capsules 100mg	Sinequan Capsules 25mg
186 Robaxin Tablets 750	Sinemet Tablets 10/100	Cortisporin Otic Solution
187 Ortho-Novum 1/80 21	Fastin Capsules 30mg	Soma Tablets 350
188 Diuril Tablets 500mg	Omnipen Capsules 500mg	Tussionex Liquid
189 Mylanta Liquid	Spectrobid Tablets 400mg	Entex Capsules
190 Empirin 325mg w/Codeine 60mg	Empirin 325mg w/Codeine 60mg	Nitrobid Capsules 2.5mg
191 Entex-LA	Coumadin Tablets 5mg	Aldactone Tablets 25mg
192 Nitroglycerine Tablets 0.4mg	Benadryl Capsules 25mg	Minocin Capsules 100mg
193 Mysoline Tablets 250mg	Parlodel Tablets 2.5mg	Persantine Tablets 75mg
194 Bendectin Tablets	Tuss-Ornade Spansules	Vanceril Inhaler 16.8gm
195 Norgesic Forte Tablets	Achromycin V Capsules 250mg	Neosporin Ophthalmic Drops
196 Eryc Capsules 250mg	Nitro-Dur Patch	Kwell Shampoo
197 Hydrodiuril Tablets 25mg	Antivert Tablets 12.5mg	Ambenyl Expectorant
198 Entex Capsules	E.E.S. Liquid 200	Amoxil Capsules 500mg
199 Synthroid Tablets 0.15mg	Sinequan Capsules 50mg	Catapres Tablets 0.2mg
200 Kwell Shampoo	Sinequan Capsules 25mg	Nitrostat Tablets 0.4mg

*Based on AWP cost.

Note: Data supplied here is based on information collected during October 1982.

Seasonal variations will result in some shifts among products.

Source: Decision Data

Top 200 Ranked By Manufacturer

Drug Store News has compiled a list of the Top 200 pharmaceuticals as of October 1982 in a unique form in this section of the Reference. Not only is the information presented by prescription volume, dollar volume and dollar margin, but the products are now categorized by the manufacturer for the convenience of our readers. This information is useful, not only in recognizing trends among the major pharmaceutical houses, but also when ordering merchandise and establishing inventory levels.

Our previous Top 200 list is arranged alphabetically by drug product and this one is presented alphabetically by manufacturer. These two formats conform to the inventory styles of most pharmacies and allow the pharmacist to quickly compare his inventory and ordering patterns to the drug product standings by dollar volume, prescription volume and dollar margin in these lists.

This chart simplifies the ordering process for the top products. For example, Merck Sharpe & Dohme products placed very high in the rankings and would make a profitable direct order. Ayerst and Roche had four and three products respectively in the Top 30 ranked by Rx volume.

Drug	Number of Rxs	$ Volume	$ Margin*
ABBOTT LABS			
Depakene Cap 250mg	—	139	—
EES Tabs 200	—	—	86
EES Tabs 400	27	43	25
EES Liquid 200	—	198	104
Erythrocin BA Filmtab 250mg	140	—	141
Erythrocin Tabs 250mg	137	—	122
K-Tabs 750mg	121	165	103
Tranxene Caps 3.75mg	150	169	123
Tranxene Caps 7.5mg	65	—	53
AYERST			
Atromid S Caps 500mg	—	184	—
Inderal Tabs 10mg	17	30	23
Inderal Tabs 20mg	19	23	20
Inderal Tabs 40mg	10	5	11
Inderal Tabs 80mg	142	60	116
Inderide Tabs 40-25	175	136	144
Mysoline Tabs 250mg	193	184	—
Premarin Tabs 0.625mg	40	75	48
Premarin Tabs 1.25mg	29	41	40
Premarin Vaginal Cream	—	—	176
BEECHAM LABS			
Amoxil Caps 250mg	72	126	65
Amoxil Caps 500mg	—	—	198
Amoxil Susp 125mg/5ml	60	160	67
Amoxil Susp 250/mg/5ml	44	84	51
Fastin Caps 30mg	—	187	147
BERLEX			
Quinaglute Duratabs	—	67	158
BOEHRINGER INGELHEIM LTD.			
Catapres Tabs 0.1mg	119	98	107
Catapres Tabs 0.2mg	—	133	199
Persantine Tabs 25mg	52	34	46
Persantine Tabs 50mg	157	72	108
Persantine Tabs 75mg	—	112	193
BOOTS PHARMACEUTICALS			
Ru-Tuss Tabs	134	—	118
BRISTOL LABS			
Naldecon Pediatric Syrup	—	—	183
Naldecon Tabs	102	90	88
Salutensin Tabs	—	164	—
BURROUGHS WELLCOME CO.			
Actifed Tabs	24	71	28
(Burroughs Wellcome Co.)			
Actifed Syrup	108	—	102
Actifed-C Expectorant	179	—	164
A.P.C. w/Codeine 60mg	—	—	177
Cortisporin Otic Soln	—	—	186
Empirin 325 w/Codeine 30mg	15	45	14
Empirin 325 w/Codeine 60mg	190	190	152
Lanoxin Tabs 0.125mg	9	77	17
Lanoxin Tabs 0.250mg	8	64	16
Neosporin Ophth Drops	185	—	195
Septra Suspension	154	—	135
Septra-DS 20-pak	46	39	34
Zyloprim Tabs 100mg	126	162	129
Zyloprim Tabs 300mg	85	47	70
CIBA PHARMACEUTICAL CO.			
Apresoline Tabs 25mg	147	172	—
Esidrix Tabs 50mg	156	—	167
Ser-Ap-Es Tabs	55	48	66
Slow K Tabs 600mg	6	9	7
Transderm-Nitro 5mg	—	103	—
DISTA PRODUCTS CO.			
Keflex Caps 500mg	41	12	21
Keflex Pulvules 250mg	18	11	8
Nalfon Tabs 600mg	124	61	91
DORSEY LABS			
Hydergine Oral Tabs 1mg	109	42	86
ENDO LABS INC.			
Coumadin Tabs 5mg	148	191	168
Percodan Tabs	67	83	44
FLINT LABS			
Synthroid Tabs 0.1mg	56	161	76
Synthroid Tabs 0.15mg	199	—	—
Synthroid Tabs 0.2mg	129	—	173
GEIGY			
Brethine Tabs 2.5mg	133	135	119
Brethine Tabs 5mg	—	180	—
Lopressor Tabs 50mg	20	18	18
Lopressor Tabs 100mg	139	52	112
Tegretol Tabs 200mg	107	54	126
GLAXO INC.			
Ventolin Inhaler Refill	112	119	95

Top 200 Ranked By Manufacturer

Drug	Number of Rxs	$ Volume	$ Margin*
HOECHST-ROUSSELL			
Lasix Tabs 20mg	33	82	41
Lasix Tabs 40mg	4	10	6
Surfak Caps 240mg	117	—	—
IVES LABORATORIES			
Isordil Titradose 10mg	120	140	121
Synalgos-DC Caps	32	63	27
KEY PHARMACEUTICALS			
Nitro-Dur Patch	—	196	—
Theo-Dur Tabs 200mg	90	94	78
Theo-Dur Tabs 300mg	61	56	56
KNOLL PHARMACEUTICAL CO.			
Vicodin Tabs	59	105	47
LEDERLE LABS			
Achromycin Caps 250mg	51	195	73
Minocin Caps 50mg	—	123	184
Minocin Caps 100mg	—	127	192
LILLY, ELI & CO.			
Ceclor Pulvules 250mg	138	68	87
Darvocet-N Tabs 100mg	7	8	5
Darvon Compound Pulvules 65	80	115	68
V-Cillin K Tabs	93	—	94
MARION LABORATORIES INC.			
Ambenyl Expectorant	—	—	197
Carafate Tabs 1mg	—	122	—
Nitrobid Caps 2.5mg	—	148	—
Nitrobid Caps 6.5mg	183	128	190
Pavabid Caps 150mg	106	85	117
McNEIL PHARMACEUTICALS			
Haldol Concentrate	—	156	—
Haldol Tabs 10mg	—	151	—
Parafon Forte Tabs	70	57	49
Tolectin DS Caps 400mg	118	40	80
Tylenol w/Codeine 30mg	5	21	4
Tylenol w/Codeine 60mg	81	79	45
Zomax Tabs 100mg	16	17	10
MEAD JOHNSON PHARM.			
Desyrel Tabs 50mg	—	—	179
Duricef Caps 500mg	—	145	169
K-Lyte Orange	153	101	113
Klotrix Tabs 10mEq	184	—	174
MERCK SHARPE & DOHME			
Aldomet Tabs 250mg	12	7	15
Aldomet Tabs 500mg	115	37	110
Aldoril-15 Tabs	—	179	—
Aldoril-25 Tabs	50	32	55
Clinoril Tabs 150mg	101	33	85
Clinoril Tabs 200mg	49	14	37
Cogentin Tabs 2mg	79	—	—
Diuril Tabs 500mg	188	—	—
Dolobid Tabs 500mg	—	134	154
Elavil Tabs 25mg	110	146	100
Flexeril Tabs 10mg	58	38	63
(Merck Sharpe & Dohme)			
Hydrodiuril Tabs 25mg	197	—	—
Hydrodiuril Tabs 50mg	38	91	60
Indocin Caps 25mg	35	24	35
Indocin Caps 50mg	163	65	120
Indocin SR 75mg	—	167	—
Moduretic Tabs 5/50	158	141	124
Sinemet Tabs 10/100	—	186	—
Sinemet Tabs 25/250	—	109	—
Timoptic Ophth Soln 0.25%	149	104	138
Timoptic Ophth Soln 0.5%	73	36	63
Triavil Tabs 2-10	—	173	181
Triavil Tabs 2-25	127	78	109
Triavil Tabs 4-25	—	176	—
MERRELL DOW			
Bendectin Tabs	194	130	139
Novahistine DH Elixir	—	—	180
Quinamm Tabs	—	—	172
Tenuate Dospan 75mg	161	129	114
NORWICH-EATON			
Entex Caps	198	—	189
Entex LA	191	—	175
Macrodantin Caps 50mg	141	124	106
Macrodantin Caps 100mg	—	185	—
ORTHO PHARMACEUTICAL			
Imodium Caps 2mg	—	—	161
Monistat-7 Vaginal Cream	37	44	32
Ortho-Novum 1/35-21	74	88	—
Ortho-Novum 1/35-28	98	116	—
Ortho-Novum 1/50-21	34	46	—
Ortho-Novum 1/50-28	100	99	—
Ortho-Novum 1/80-21	187	—	—
PARKE DAVIS			
Bendaryl Caps 25mg	64	192	75
Benadryl Elixir	146	—	150
Benadryl Kaps 50mg	69	150	73
Dilantin Kaps 100mg	11	28	26
Eryc Caps 250mg	196	—	162
Meclomen Caps 100mg	—	158	—
Nitrostat Tabs 0.4mg	114	—	200
Procan SR Tabs 500mg	—	142	—
PENNWALT			
Ionamin Caps 30mg	180	155	128
Tussionex Liquid	—	—	188
PFIZER LABS			
Antivert Tabs 12.5mg	135	197	149
Antivert Tabs 25mg	111	114	99
Diabinese Tabs 250mg	25	16	39
Feldene Caps 20mg	21	4	9
Minipress Caps 1mg	87	74	82
Minipress Caps 2mg	177	92	146
Minipress Caps 5mg	—	159	—
Procardia Caps 10mg	42	19	—
Vibramycin Caps 100mg	75	35	54
Vibra Tabs 100mg	122	62	90

Top 200 Ranked By Manufacturer

Drug	Number of Rxs	$ Volume	$ Margin*
REED & CARNRICK			
Kwell Shampoo	200	—	196
RIKER LABS INC.			
Norgesic Tablets Forte	195	170	148
ROBINS, A.H., CO.			
Dimetapp Elixir	31	108	33
Dimetapp Extentab	36	76	42
Donnatal Tabs	57	—	79
Phenaphen w/Codeine #3	62	166	59
Quindex Extentabs	—	132	—
Reglan Tabs 10mg	168	120	125
Robaxin Tabs 750	186	—	143
ROCHE			
Accutane Caps 40mg	—	87	—
Bactrim D.S. 28-pak	26	26	22
Bactrim Pediatric Susp	182	—	166
Dalmane Caps 15mg	53	100	50
Dalmane Caps 30mg	14	27	12
Librax Caps	48	51	58
Librium Caps 10mg	92	107	96
Limbitrol Tabs 10-25	—	171	—
Valium Tabs 2mg	63	110	77
Valium Tabs 5mg	3	3	3
Valium Tabs 10mg	30	20	30
ROERIG, J.B. & CO.			
Atarax Tabs 25mg	164	131	133
Geocillin Tabs	—	182	—
Sinequan Caps 25mg	170	200	—
Sinequan Caps 50mg	—	199	185
Spectrobid Tabs 400mg	—	189	182
ROSS LABS			
Pediazol Suspension	—	—	160
SANDOZ			
Fiorinal Caps	169	—	157
Fiorinal Tabs	84	137	74
Fiorinal w/Codeine #3	77	95	57
Mellaril Tabs 25mg	86	69	98
Mellaril Tabs 50mg	105	102	—
Mellaril Tabs 100mg	143	163	—
Parlodel	—	193	—
Restoril Caps 30mg	83	149	69
SCHERING			
Drixoral Tabs	68	86	64
Lotrimin Cream 1%	95	121	84
Proventil Inhaler 17gm	152	168	130
Trinalin Tabs	181	—	165
Valisone Cream 0.1%	167	175	155
Vanceril Inhaler 16.8gm	—	183	194
SEARLE LABS			
Aldactazide Tabs	78	49	89
Aldactone Tabs 25mg	—	125	191
Demulen Triopak	116	111	—
Flagyl Tabs 250mg	136	58	97
Lomotil Tabs 2.5mg	45	55	38
Norpace Caps 100mg	—	143	—
Norpace Caps 150mg	—	113	—
Ovulen-21 Compak 1mg	144	147	—

Drug	Number of Rxs	$ Volume	$ Margin*
SMITHKLINE & FRENCH			
Combid Spansules	173	157	140
Dyazide Caps	1	2	1
Ornade Spansules	66	89	61
Tagamet 200mg	—	97	170
Tagamet 300mg	2	1	2
Tuss-Ornade Spansules	145	194	131
SQUIBB PHARMACEUTICAL			
Corgard Tabs 40mg	94	53	71
Corgard Tabs 80mg	—	153	—
Mycolog Cream	97	96	83
Sumycin Caps 250mg	132	—	156
STUART PHARMACEUTICALS			
Mylanta	189	—	—
Nolvadex Tabs 10mg	—	70	—
Tenormin Tabs 50mg	47	22	29
SYNTEX LABORATORIES			
Anaprox Tabs 275mg	165	117	115
Naprosyn Tabs 250mg	43	15	31
Naprosyn Tabs 375mg	82	25	43
Naprosyn Tabs 500mg	—	144	—
Norinyl 1-50 21	99	106	—
USV LABORATORIES			
Hygroton Tabs 25mg	162	—	159
Hygroton Tabs 50mg	54	59	62
Regroton Tabs	—	177	—
UPJOHN CO.			
E-Mycin E.C. Tabs 333mg	103	152	92
E-Mycin Tabs 250mg	89	138	93
Medrol 4mg Dospak	160	178	132
Motrin Tabs 400mg	13	6	13
Motrin Tabs 600mg	23	13	19
Orinase Tabs 500mg	96	81	111
Provera Tabs 10mg	155	181	142
Tolinase Tabs 250mg	159	80	145
WALLACE LABS			
Soma Compound	—	—	178
Soma Tablets 350	—	—	187
WINTHROP LABS			
Danocrine Caps 200mg	—	174	—
Talwin Tabs 50mg	91	73	52
WYETH LABS			
Ativan Tabs 1mg	28	29	24
Ativan Tabs 2mg	151	—	—
Equagesic Tabs	176	—	151
Lo/Ovral 21-pak	22	31	—
Lo/Ovral 28	104	118	—
Omnipen Caps 250mg	113	—	101
Omnipen Caps 500mg	123	188	105
Ovral 21 3-pak	39	50	—
Ovral-28 Pilpak	174	—	—
Pen-Vee K Tabs 250mg	130	—	127
Phenergan Expect w/Codeine	88	—	81
Phenergan Expect Plain	172	—	171
Phenergan VC w/Codeine	178	—	163

Dispensing Profiles

Selecting a method for pricing competitive products in the prescription department remains a major decision for most pharmacists because this determines the "price image" of the pharmacy. In this section a method of pricing is suggested but first competitive products must be identified.

One method of selecting competitive products involves going through a pharmacy's drug usage report (see section titled Planning Different Pricing Strategies, which can be computer generated) and listing the most frequently dispensed drug in descending order. The section titled the Top 200 Drugs should give pharmacists an idea of the leading products.

The list here represents a hypothetical example of what a store's selection might look like.

Drug Description	No. of Non-Third Party Rxs Per Month	% Refills	Avg. Price per Rx	$ Margin
Dyazide	40	71	$11.09	2.99
Valium 5mg	35	43	11.16	3.12
Lasix 40mg	30	65	9.02	3.17
Tylenol w/Codeine 30mg	29	26	6.64	3.88
Tagamet 300mg	23	58	25.27	3.67
Lanoxin 0.25mg	21	70	3.54	2.50
Hydrodiuril 50mg	8	75	7.03	2.95
Librax Caps	7	55	10.37	3.01

To select the top drugs for competitive pricing purposes, those drugs with per cent refill rates below 50% are eliminated. For example, of all prescriptions for Tylenol with Codeine 30mg, only 26% are refills.

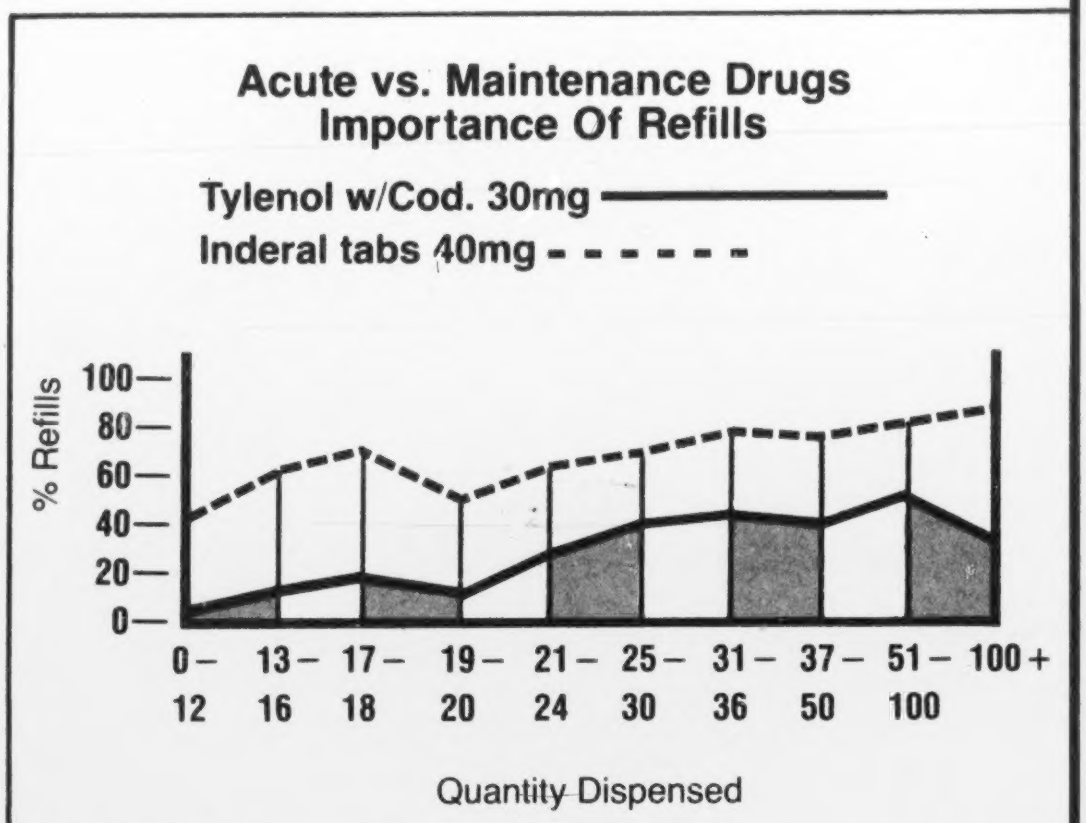
Generally, products for acute care are not included among a competitive products listing because of their low refill rates.

Maintenance care products such as Aldomet, Lasix, Dyazide, Lanoxin, Clinoril and Tagamet are another matter. These products have above average refill rates and represent repeat purchases and increased store traffic. As a result, these products are frequently discounted.

There are exceptions to the rule of eliminating drugs with refill rates below 50%. Legal or medical reasons sometimes necessitate a new prescription even though therapy is on a continual basis. For example, Valium is a controlled substance and Keflex is an antibiotic product that only requires short-term therapy. So new prescriptions are frequently written and the per cent refill for each falls below 50%.

After the list is compiled, drugs toward the bottom should be examined critically. Every drug that can no longer justify its position on the list should be removed. For the sake of completeness pharmacists should consider adding alternative product strengths to the list, i.e., Valium 2mg and Lasix 20mg.

The end result is a list of 20 to 30 discounted products, which determine a pharmacy's image.


Acute vs. Maintenance Drugs
Importance Of Refills

Pricing

If a pharmacy charges a flat fee plus cost for any and all drug quantities dispensed, then chances are margins on selected products are lower than they could be. Also, for selected quantities dispensed, the pharmacy may find itself at a price disadvantage vis-a-vis competition.

In this section, the distribution of prescription quantity dispensed for selected brands is presented for October 1982.

Selected quantities dispensed (0-12, 13-16, 17-18, 19-20, 21-24, 25-30, 31-36, 37-50, 51-100 and 100+) are described relative to per cent of prescriptions dispensed, per cent refills, average gross margin per cent and contributing to gross margin.

The row labeled "Average Refill % by Dispensed Quantity" indicates refills as a percentage of all scripts relative to the various quantities of drug dispensed.

The percentage of Rx's dispensed and the average gross margin per cent also reflect how these values vary depending on the amount of drug dispensed.

The amount that each prescription quantity contributes to the brand's total gross margin is calculated by multiplying the per cent of scripts dispensed by the average gross margin per cent and dividing the product by 100. When the products are summed they total slightly more than the brand's margin due to rounding.

Information presented here should key pharmacists to the importance of pricing prescriptions on a sliding scale depending on the quantities of drug dispensed. Examination of these tables reveals that % margins are generally lower as the quantity dispensed grows larger. Greatest consumer savings (lower store margins) trace to products dispensed in the 51-100 group.

Rationale for this pricing structure centers on elimination of container cost and fast turnover, i.e., no inventory carryover (unsold quantity). Opening a container, therefore, necessitates an added fee because the undispensed portion has not been sold

Dispensing Profiles

and represents an added (carrying) cost to the retailer.

An examination of the data, also reveals that acute care medications, such as Actifed tabs and Tylenol with Codeine 30mg, have a different prescribing pattern than maintenance care products.

Acute Care Products

Smaller quantities of these acute care products (0-12, and 13-16) usually make significant contributions toward the brand's overall margin. Since quantities of 51-100 are not dispensed frequently, these quantities usually do not make such a sizable contribution to margin.

Maintenance Products

Patterns observed for maintenance products are somewhat different than those noted for acute care medications and therefore have wide application for prepackaging programs. Maintenance drugs are frequently dispensed in large quantities of 51-100, usually 100. Even though per cent margin is lowest for 100's, this quantity is still the single most important contributor to gross margin owing to the sizable percentage of scripts dispensed in this group. In many cases the contribution made by the 51-100 group accounts for more than half of the brand's total gross margin. All other categories (1-50) account for the balance of the brand's gross margin.

The 25-30 group is often the second most frequently prescribed quantity among maintenance drugs.

This represents an opportunity to increase margin by revising pricing schedules of products dispensed in quantities of 50 or less. If for example 50% of the contribution to gross margin is derived from the groups of 50 or less, then for every price increase of 2%, margin will increase 1%. Indeed, this represents the area where many pharmacies should first consider adjustments in their pricing schedules.

Dilantin 100mg represents a typical example of a maintenance drug. Over 70% of all prescriptions

Reading The Tables

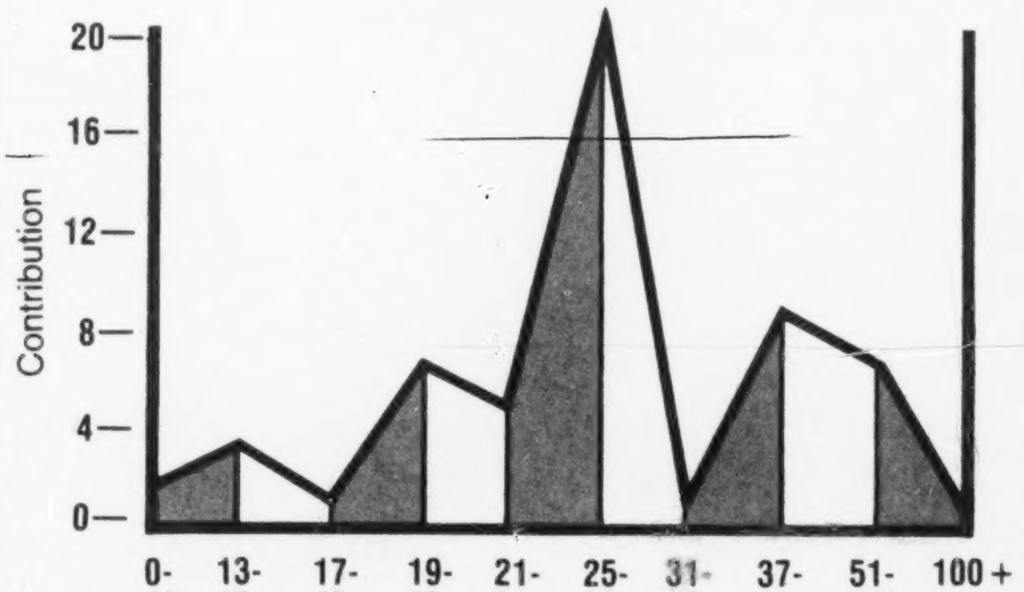
% of Rx Dispensed—This row illustrates the frequency (% of times) that a particular drug product is dispensed for each quantity. The last figure totals all of the prescriptions (100%). Ex. 33% of all prescriptions for Actifed Tabs are dispensed for 25-30 tablets.

Average Refill % by Dispensed Quantity—These figures reveal the average number of times a prescription is refilled based on the quantity in the original script. The last figure in the row reflects the average refill percentage for the drug product (43%). Ex. Twice as many prescriptions for Actifed Tabs, 37-50's, will be refilled than for Actifed 19-20.

Average GM % by Dispensed Category—This row of figures represents the average gross margin per cent that was obtained from a prescription based on the particular quantity dispensed. The final figure is an overall average gross margin for the drug. Ex. A prescription for 12 Actifed Tabs yields an average GM % of 80 while the gross margin for a prescription of 100+ tabs averages 26%.

Contribution of Quantity to GM—This row of figures illustrates which quantity will return the greatest gross margin per cent. (The larger the number here, the greater the gross margin contribution.) This figure is calculated by multiplying the percentage of prescriptions dispensed by the average gross margin per cent for each quantity, and then dividing the product by 100. Ex. Though Actifed Tabs 37-50's average a gross margin of 52%, scripts dispensed for this quantity yield 8.8 points of the product's total margin—53.8 points. Scripts dispensed for 13-16 tabs present another picture. Here average gross margin is 75%, yet the quantities contribute only 3.0 points to the product's overall margin. The reason behind the variance in contribution centers on the quantity of scripts dispensed. Fewer scripts dispensed for 13-16 tabs deflate this quantity's contribution to margin. Scripts dispensed for quantities of 25-30 tablets yield the greatest contribution to Actifed margins.

Chart 1
Actifed Tabs
Contribution of Quantity Dispensed to Gross Margin



Actifed Tabs BW—Avg. Rx #43 $6.39

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% of ℞ Dispensed	2.61	4.04	1.01	10.49	8.61	32.99	2.88	16.89	19.37	1.06	**100.00**
Avg. Refill % by Disp. Qty.	23.23	23.33	16.67	25.24	36.20	37.47	58.48	50.70	61.97	68.25	42.84
Average GM %	80.03	74.99	71.77	68.85	68.24	61.81	58.68	52.05	38.98	25.75	53.77
Contribution of Quantity to GM*	2.09	3.04	0.73	7.22	5.88	20.39	1.69	8.80	7.56	0.27	**53.78**

*This figure is calculated by multiplying the percentage of ℞ dispensed by the average gross margin and dividing by 100.

Dispensing Profiles

filled among the 51-100 group represents refills. At 34.8%, average per cent gross margin for this quantity is, however, slightly higher than usual because many maintenance drugs hve margins below 30%. The 51-100 group also contributes most of the brand's gross margin. This means that all other quantities dispensed contribute 29% (since 51-100 accounts for 22.85/32.89 x 100 = 71%) toward the brand's margin.

As a result, if prices are increased 10% for all scripts in the 1-50 category then gross margin for the brand should advance 1.2%. This represents a quick effective method to advance prescription department margin without losing the pharmacy's price image among patients on maintenance care medications who frequently purchase 100's.

Smaller quantities of medication (1-24), frequently do not have high refill rates, and for many of these products, the smaller quantities take on the characteristics of the acute care medication segment.

Thirty-three well-known products considered to be maintenance or acute care drugs are represented in this section of the reference. Analysis reveals that many pharmacies are indeed using a sliding scale for pricing different quantities and, as a result, many reap profits on products where margins appear low.

Data used throughout this section were provided by Decision Data, a marketing research supplier with 1,100 stores in its sample of pharmacies.

A word of caution, the average number of dosage units dispensed in an average script and the average retail prescription price were determined independent of each other. Therefore it is incorrect to say that for a given medication the average quantity dispensed relate directly to the average retail price, however, the relationship will be close in most instances.

Reading The Charts

Prescriptions Dispensed—This graph points out the breakdown of prescriptions filled by quantity. In the case of Aldactazide, 23% of all scripts are written for 25-30 tabs and the bulk of the scripts, 54%, are written for 51-100 tabs.

Gross Margin %—Pictured here is the relationship between the raw gross margin and the quantity dispensed. This graph for Aldomet shows the average gross margin per cent declining as the quantity of the script goes up.

Chart 2
Aldactazide Tabs
Importance of Quantity to
All Rxs Dispensed

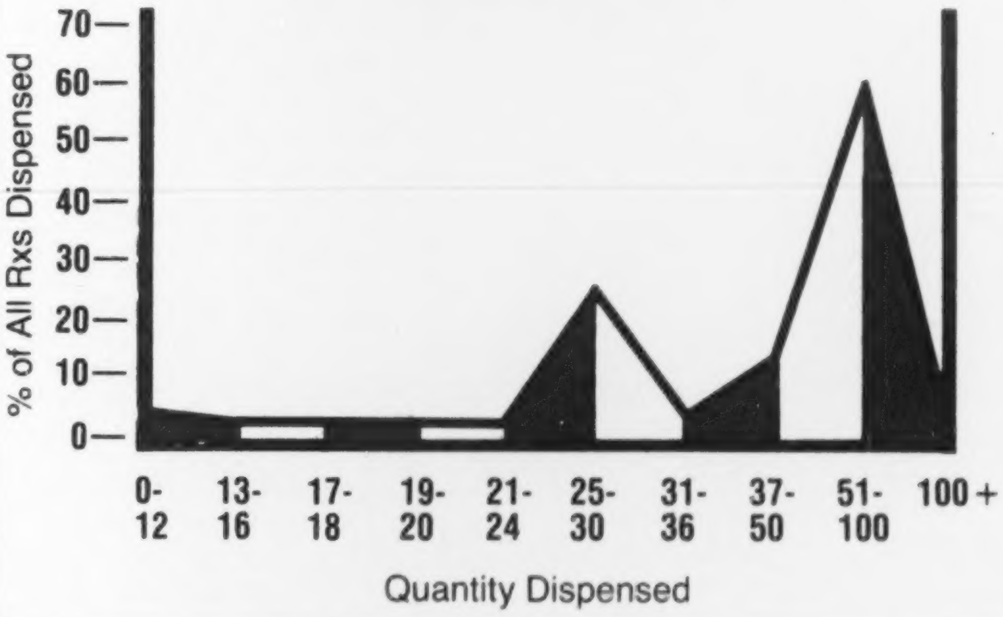
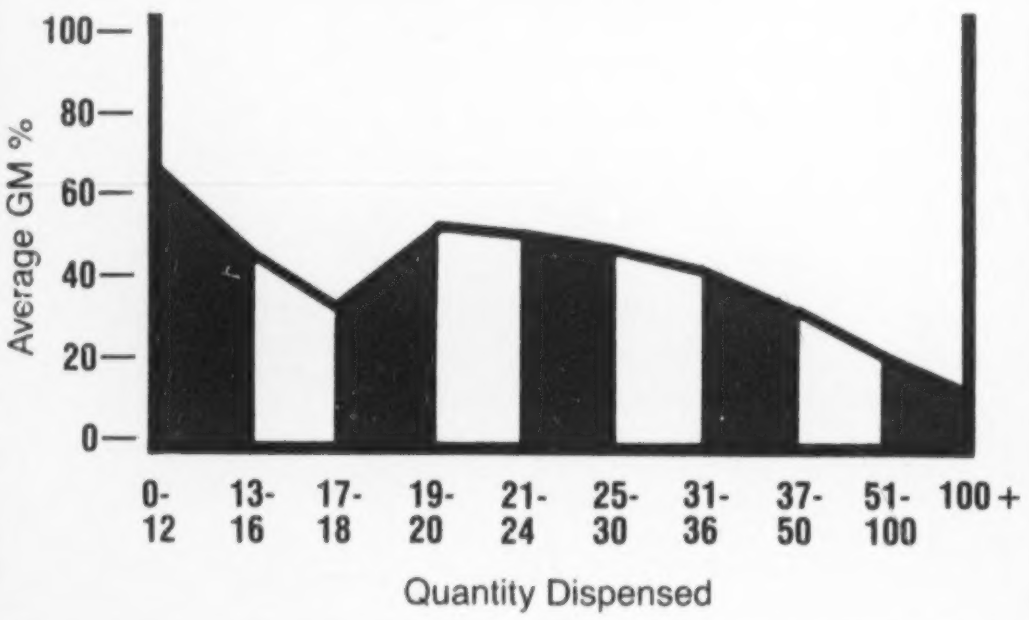


Chart 3
Aldomet Tabs 250mg
Average GM % As A
Function of Quantity



Aldactazide Tabs Searle—Avg. Rx #66 $16.51

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% of ℞ Dispensed	1.34	1.24	0.06	0.80	0.57	23.34	3.78	11.73	53.65	3.45	**100.00**
Avg. Refill % by Disp. Qty.	62.50	48.65	50.00	62.50	70.59	74.57	78.76	78.57	75.44	75.73	75.08
Average GM %	59.10	48.71	52.12	43.50	45.59	35.15	33.52	27.21	16.03	11.90	20.21
Contribution of Quantity to GM*	0.79	0.60	0.04	0.35	0.26	8.20	1.27	3.20	8.61	0.41	**20.21**

Aldomet Tabs 250mg MSD—Avg. Rx #85 $14.20

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% of ℞ Dispensed	0.50	0.59	0.10	0.72	0.34	9.16	1.11	8.03	69.56	9.83	**100.00**
Avg. Refill % by Disp. Qty.	55.32	63.64	40.00	55.22	84.38	67.38	75.73	78.17	74.48	68.17	73.21
Average GM %	63.31	48.19	38.51	51.96	46.28	42.51	40.90	33.32	20.45	15.23	21.59
Contribution of Quantity to GM*	0.32	0.29	0.04	0.38	0.16	3.89	0.46	2.68	14.23	1.50	**21.59**

*This figure is calculated by multiplying the percentage of ℞ dispensed by the average gross margin and dividing by 100.

Dispensing Profiles

Refills—The trends reflected here illustrate the incidence of prescription refills as a function of the quantity dispensed. For Aldoril-25 Tabs, 75% of the scripts for 13-16 tabs are refilled. Due to the maintenance nature of hypertension, refills are very likely for this product regardless of quantity dispensed.

Contribution to GM—This graph illustrates the effect that the quantity dispensed has on contribution to gross margin per cent. For Ativan, prescriptions dispensed for 25-30 tabs contribute the greatest number of points to GM %, smaller quantities contribute less.

Chart 4
Aldoril 25 Tabs
Averge Refill % Based on Quantity Dispensed

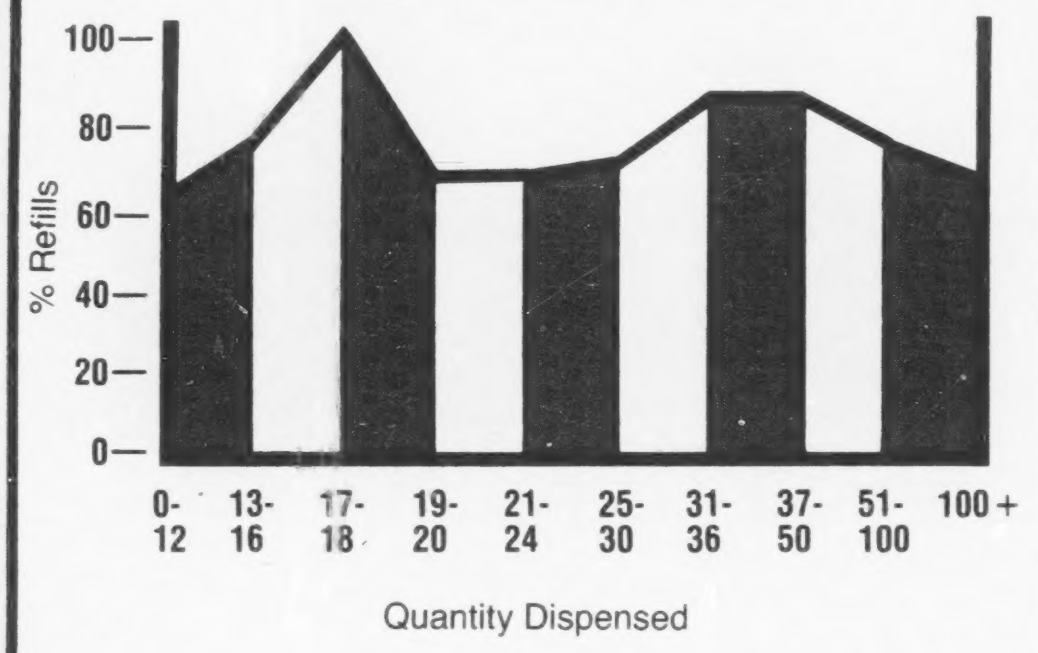
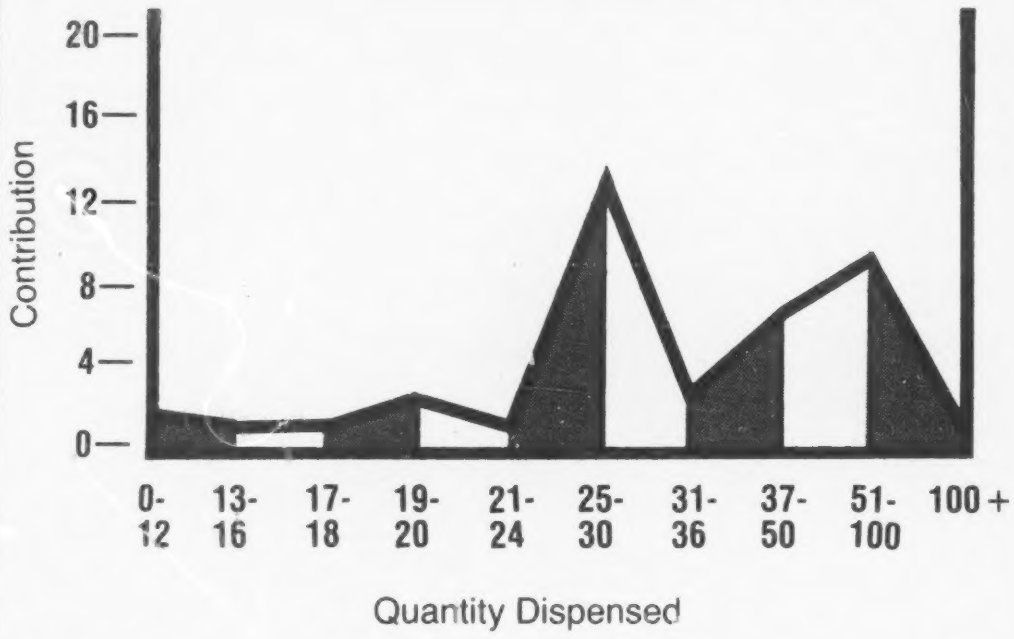


Chart 5
Ativan Tabs 1mg
Contribution of Quantity Dispensed to GM



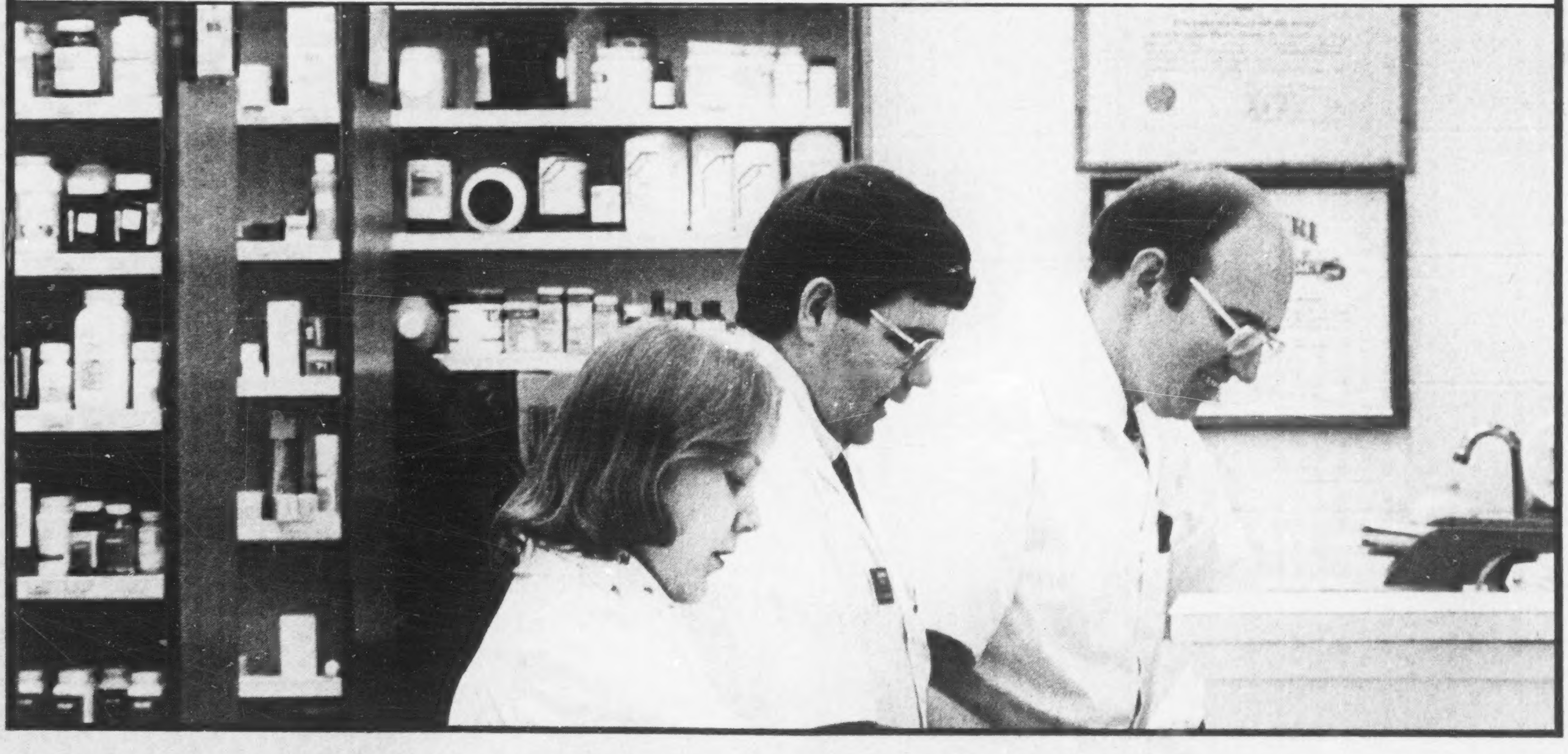
Aldoril-25 Tabs MSD—Avg. Rx #74 $16.78

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% of ℞ Dispensed	0.37	0.96	0.10	0.50	0.40	14.07	3.15	10.38	65.95	4.08	**100.00**
Avg. Refill % by Disp. Qty.	64.29	75.00	100.00	73.68	73.33	75.14	84.75	82.01	74.49	73.20	75.62
Average GM %	63.07	48.71	34.21	43.19	42.72	38.66	37.52	29.88	18.92	13.88	21.38
Contribution of Quantity to GM*	0.23	0.47	0.04	0.22	0.17	5.44	1.18	3.11	12.48	0.57	**21.39**

Ativan Tabs 1mg Wyeth—Avg. Rx #51 $12.42

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% of ℞ Dispensed	2.49	1.69	0.20	4.89	2.64	30.78	2.96	21.41	31.25	1.64	**100.00**
Avg. Refill % by Disp. Qty.	30.30	37.78	45.45	33.20	39.29	42.94	49.04	47.88	49.18	42.53	45.16
Average GM %	66.59	57.79	57.50	53.26	50.78	44.73	41.34	36.27	26.16	14.73	34.00
Contribution of Quantity to GM*	1.66	0.98	0.12	2.60	1.34	13.77	1.23	7.77	8.18	0.24	**34.01**

*This figure is calculated by multiplying the percentage of ℞ dispensed by the average gross margin and dividing by 100.



Dispensing Profiles

Carafate Tabs 1gm Marion—Avg. Rx #73 $24.15

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100 +	**Total**/Avg.
% of ℞ Dispensed	1.20	0.55	0.00	0.92	0.36	9.61	1.47	23.75	54.06	8.04	**100.00**
Avg. Refill % by Disp. Qty.	61.54	33.33	0.00	10.00	50.00	38.46	43.75	57.20	45.47	39.08	46.86
Average GM %	43.59	42.55	0.00	40.06	34.31	33.48	31.98	26.78	17.85	14.08	19.89
Contribution of Quantity to GM*	0.52	0.23	0.00	0.37	0.13	3.22	0.47	6.36	9.65	1.13	**19.90**

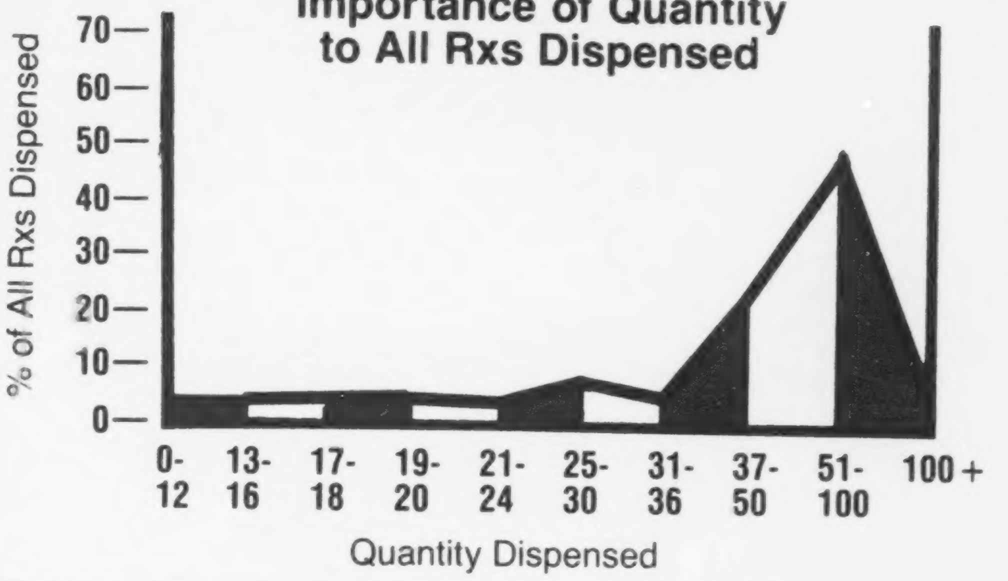


Chart 6
Carafate Tabs 1gm
Importance of Quantity
to All Rxs Dispensed

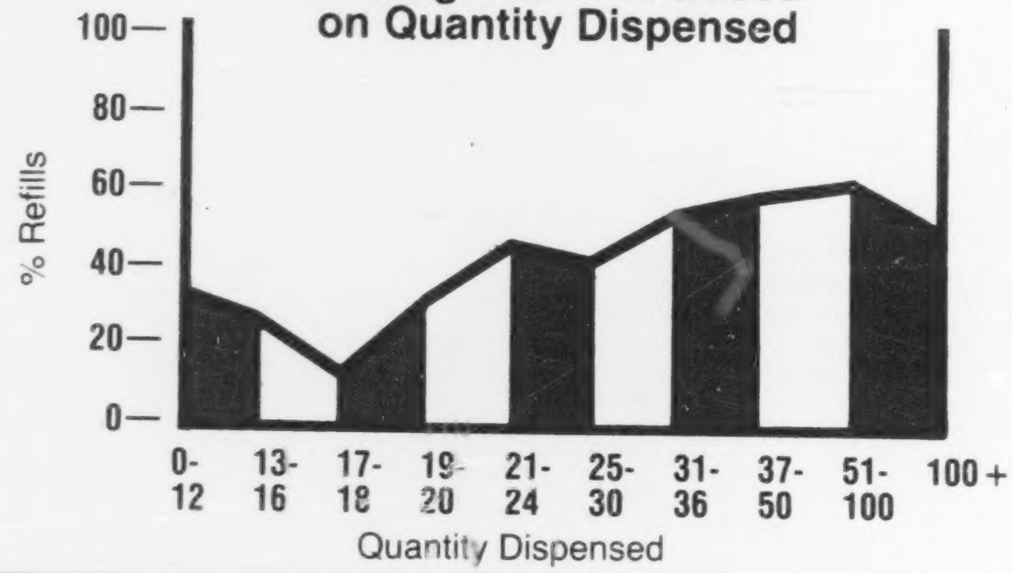


Chart 7
Clinoril 200mg
Average Refill % Based
on Quantity Dispensed

Clinoril 200mg MSD—Avg. Rx #54 $29.07

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100 +	**Total**/Avg.
% of ℞ Dispensed	1.58	2.93	0.15	6.89	1.50	20.64	1.34	14.98	48.87	1.05	**100.00**
Avg. Refill % by Disp. Qty.	35.00	28.83	16.67	31.42	47.37	46.99	56.86	60.49	62.30	57.50	54.90
Average GM %	38.82	33.62	30.49	30.41	27.64	22.62	21.51	17.66	12.20	2.92	15.09
Contribution of Quantity to GM*	0.62	0.99	0.05	2.10	0.42	4.67	0.29	2.65	5.97	0.03	**15.10**

Corgard Tabs 40mg Squibb—Avg. Rx #53 $17.60

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100 +	**Total**/Avg.
% of ℞ Dispensed	1.36	2.77	0.15	1.78	0.60	38.38	3.75	15.83	34.51	0.83	**100.00**
Avg. Refill % by Disp. Qty.	47.22	69.86	75.00	51.06	68.75	69.73	73.74	69.30	66.01	63.64	67.84
Average GM %	52.03	46.02	44.27	43.18	36.10	34.25	28.79	26.56	18.39	14.18	24.50
Contribution of Quantity to GM*	0.71	1.27	0.07	0.77	0.22	13.15	1.08	4.21	6.35	0.12	**24.50**

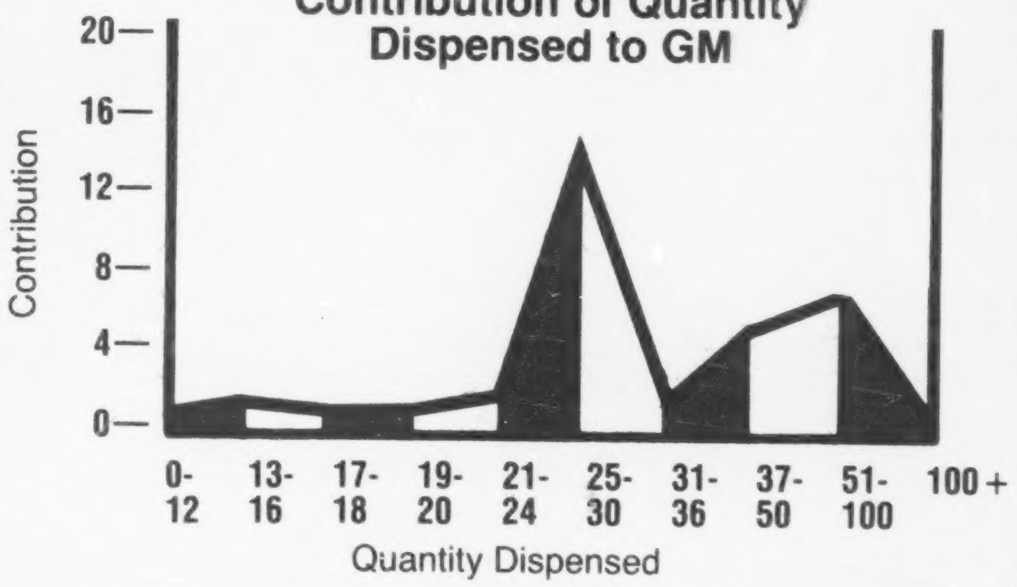


Chart 8
Corgard Tabs 40mg
Contribution of Quantity
Dispensed to GM

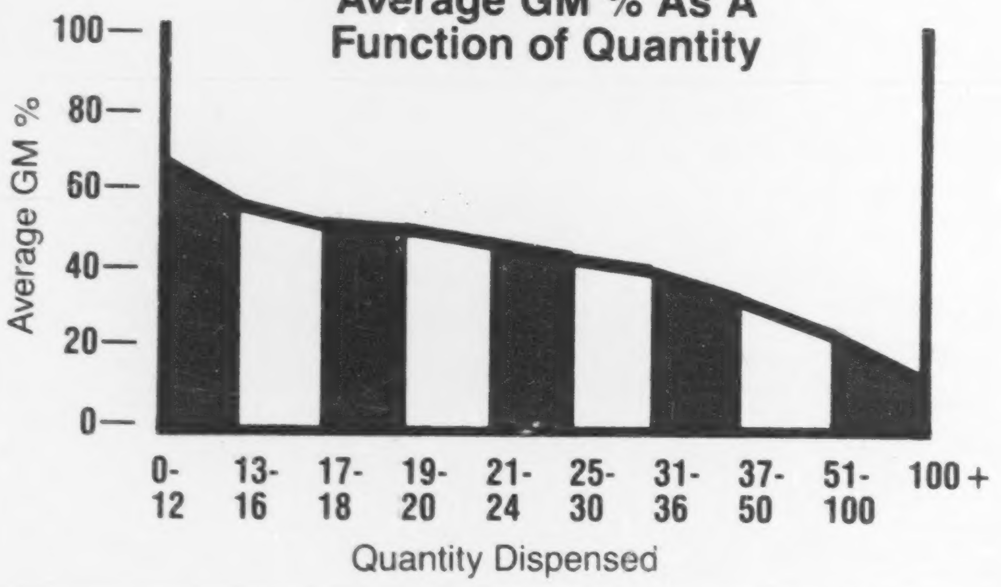


Chart 9
Darvocet-N 100mg
Average GM % As A
Function of Quantity

Darvocet-N 100mg Lilly—Avg. Rx #41 $11.50

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100 +	**Total**/Avg.
% of ℞ Dispensed	7.32	5.49	1.07	11.78	6.92	26.43	3.64	17.60	18.35	1.33	**100.00**
Avg. Refill % by Disp. Qty.	9.90	14.65	21.31	18.24	29.54	32.41	40.53	45.20	51.06	54.97	34.07
Average GM %	64.85	58.54	53.79	51.98	48.28	43.87	40.05	35.00	23.68	13.79	36.44
Contribution of Quantity to GM*	4.75	3.22	0.58	6.13	3.34	11.60	1.46	6.16	4.35	0.18	**36.45**

*This figure is calculated by multiplying the percentage of ℞ dispensed by the average gross margin and dividing by 100.

Dispensing Profiles

Diabinese Tabs 250mg Pfizer—Avg. Rx #65 $19.25

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100 +	**Total**/Avg.
% of ℞ Dispensed	1.62	1.59	0.12	0.93	0.37	24.63	3.18	11.17	53.71	2.63	**100.00**
Avg. Refill % by Disp. Qty.	51.09	57.78	71.43	79.25	66.67	67.12	72.78	73.73	69.05	65.77	68.75
Average GM %	41.23	39.09	41.95	39.74	30.11	28.63	28.94	20.07	11.64	6.45	15.13
Contribution of Quantity to GM*	0.67	0.62	0.05	0.37	0.11	7.05	0.92	2.24	6.25	0.17	**15.13**

Chart 10
Diabinese Tabs 250mg
Importance of Quantity
to All Rxs Dispensed

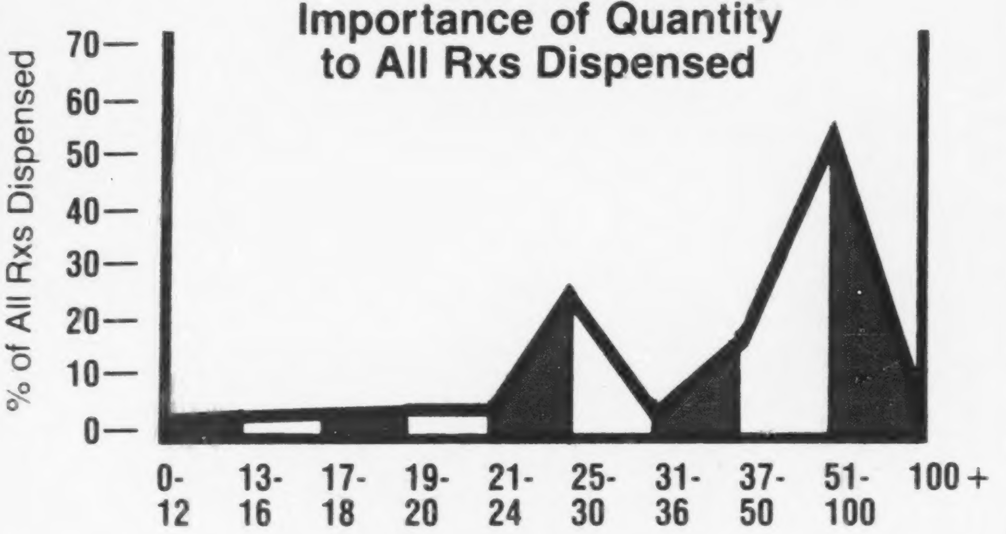
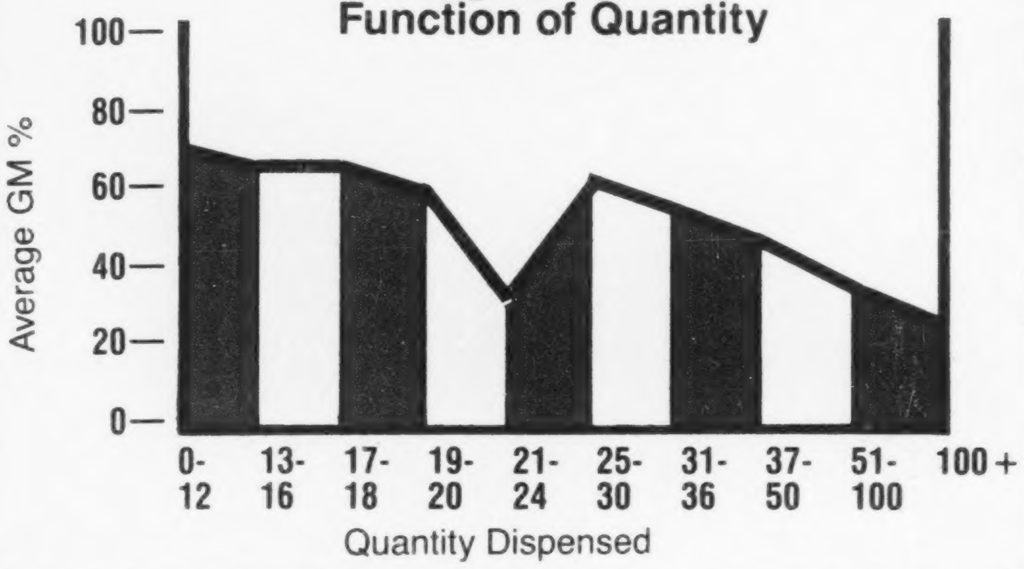


Chart 11
Dilantin Kaps 100mg
Average GM % As A
Function of Quantity



Dilantin Kaps 100mg Parke Davis—Avg. Rx #101 $7.33

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100 +	**Total**/Avg.
% of ℞ Dispensed	1.77	0.81	0.03	0.39	2.47	3.50	0.55	4.54	65.63	20.26	**100.00**
Avg. Refill % by Disp. Qty.	26.51	52.63	33.33	51.35	60.61	60.86	71.15	65.09	71.52	70.28	69.29
Average GM %	70.41	65.07	69.80	65.49	35.66	60.10	54.37	49.29	34.82	23.87	32.38
Contribution of Quantity to GM*	1.25	0.53	0.02	0.26	0.88	2.10	0.30	2.24	22.85	4.84	**32.39**

Dyazide Caps SKF—Avg. Rx #65 $11.09

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100 +	**Total**/Avg.
% of ℞ Dispensed	1.12	1.36	0.08	1.43	0.57	26.23	3.66	11.60	51.30	2.59	**100.00**
Avg. Refill % by Disp. Qty.	48.65	56.41	65.00	58.36	67.94	69.41	74.91	72.52	72.30	68.96	70.86
Average GM %	69.89	59.57	60.41	54.39	50.93	44.80	44.33	34.40	20.91	13.70	26.97
Contribution of Quantity to GM*	0.79	0.81	0.05	0.78	0.29	11.76	1.63	3.99	10.73	0.36	**26.97**

Chart 12
Dyazide Caps
Contribution of Quantity
Dispensed to GM

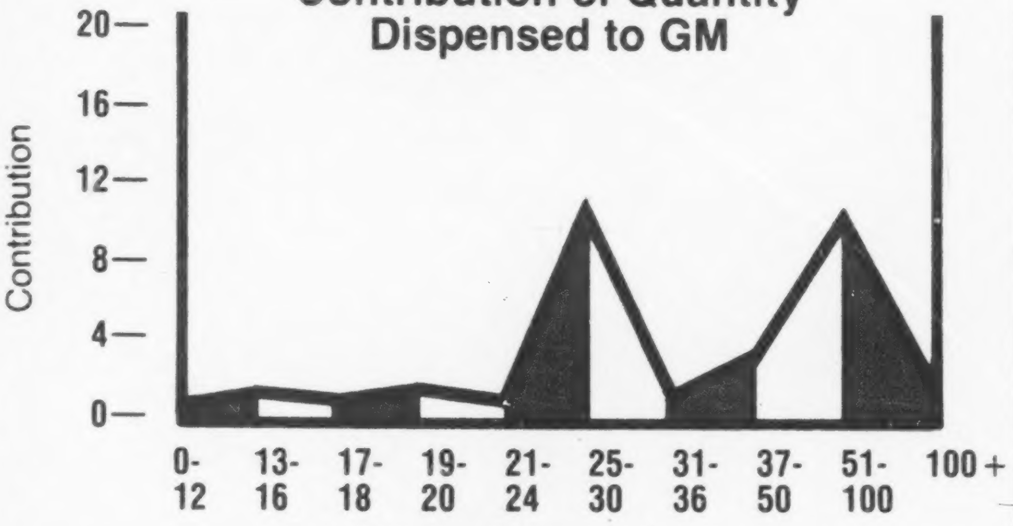
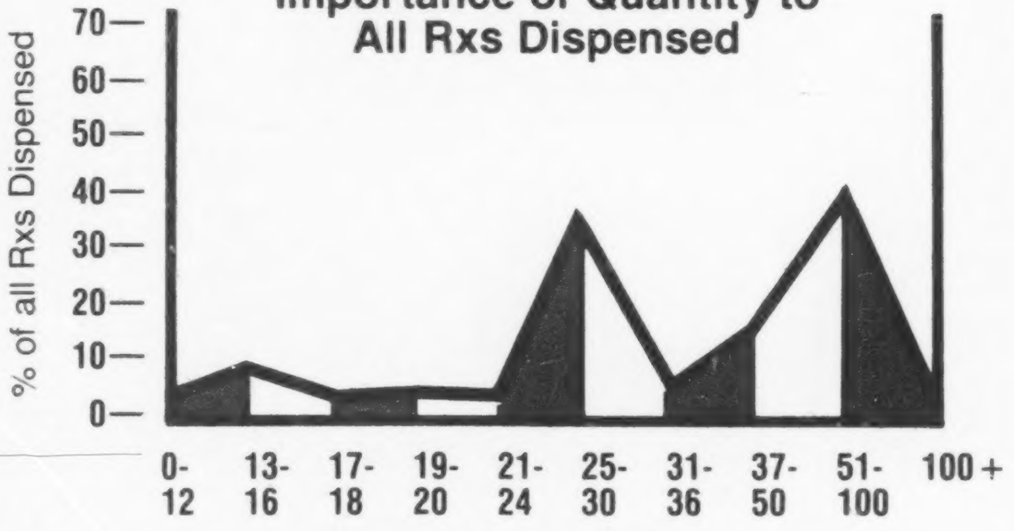


Chart 13
Enduron Tabs 5mg
Importance of Quantity to
All Rxs Dispensed



Enduron Tabs 5mg Abbott—Avg. Rx #57 $11.12

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100 +	**Total**/Avg.
% of ℞ Dispensed	0.94	2.49	0.19	1.09	0.74	35.64	3.54	13.62	40.83	0.84	**100.00**
Avg. Refill % by Disp. Qty.	57.89	84.00	50.00	40.91	80.00	74.51	74.65	78.02	73.11	58.82	73.99
Average GM %	69.02	56.43	55.35	55.05	51.72	45.42	42.73	35.77	24.35	16.99	31.92
Contribution of Quantity to GM*	0.66	1.41	0.11	0.61	0.39	16.20	1.51	4.88	9.95	0.14	**31.93**

*This figure is calculated by multiplying the percentage of ℞ dispensed by the average gross margin and dividing by 100.

Dispensing Profiles

Hydrodiuril Tabs 50mg MSD—Avg. Rx #60 $7.03

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% of ℞ Dispensed	1.07	1.18	0.11	1.94	0.82	30.95	4.05	14.44	43.56	1.83	**100.00**
Avg. Refill % by Disp. Qty.	62.50	81.13	100.00	65.52	78.38	76.05	76.80	75.19	75.17	68.29	75.18
Average GM %	80.01	76.74	73.90	67.19	66.20	58.35	57.54	46.77	33.22	18.29	41.62
Contribution of Quantity to GM*	0.86	0.91	0.08	1.31	0.55	18.06	2.33	6.76	14.47	0.34	**41.63**

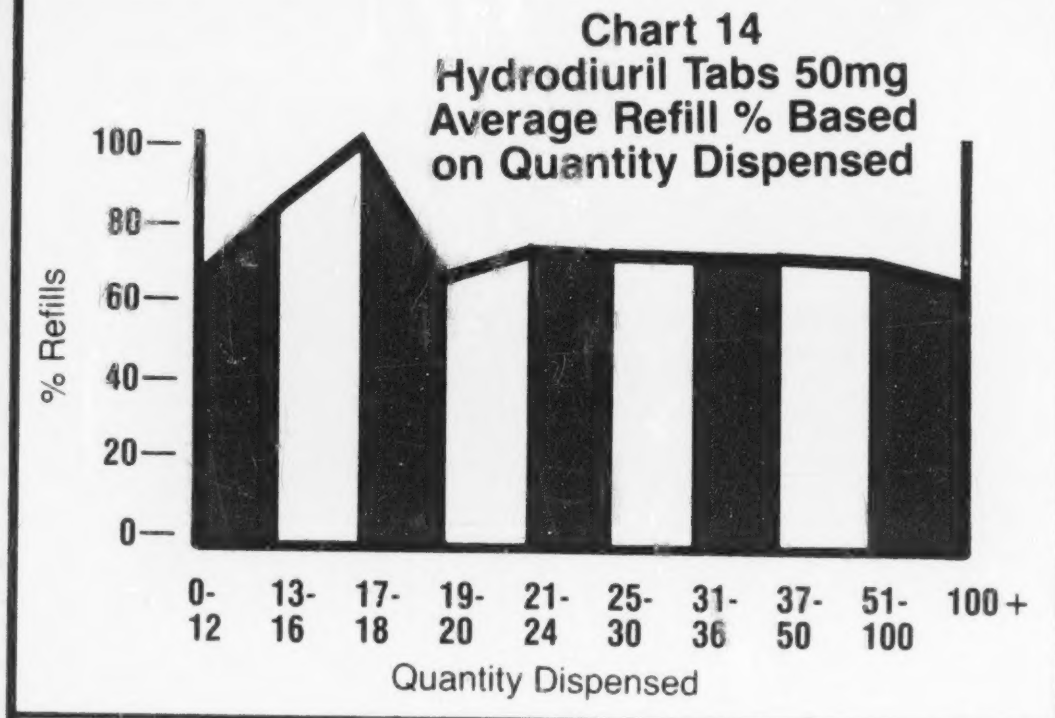


Chart 14
Hydrodiuril Tabs 50mg
Average Refill % Based on Quantity Dispensed

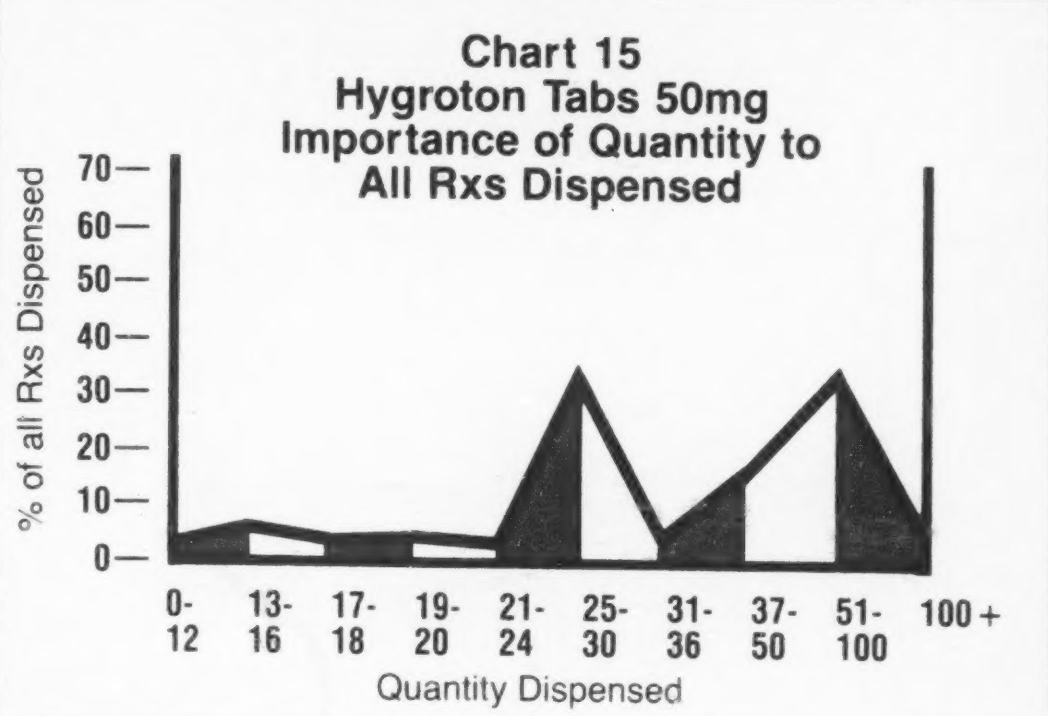


Chart 15
Hygroton Tabs 50mg
Importance of Quantity to All Rxs Dispensed

Hygroton Tabs 50mg USV—Avg. Rx #53 $12.15

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% of ℞ Dispensed	1.93	2.33	0.17	1.67	0.82	37.43	5.35	15.68	33.33	1.25	**100.00**
Avg. Refill % by Disp. Qty.	61.76	65.85	50.00	59.32	75.86	68.21	78.72	74.95	68.66	75.00	69.77
Average GM %	61.83	56.88	45.48	48.44	46.92	39.83	38.31	30.53	19.62	17.74	28.09
Contribution of Quantity to GM*	1.20	1.33	0.08	0.81	0.39	14.91	2.05	4.79	6.54	0.22	**28.10**

Inderal Tabs 40mg Ayerst—Avg. Rx #98 $13.95

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% of ℞ Dispensed	0.43	0.40	0.06	0.64	0.42	3.93	0.35	6.55	70.42	16.75	**100.00**
Avg. Refill % by Disp. Qty.	41.86	62.50	66.67	54.69	61.90	65.04	77.14	76.82	77.94	79.21	77.13
Average GM %	65.84	51.46	58.55	57.88	52.20	46.67	47.26	38.35	24.13	17.47	23.55
Contribution of Quantity to GM*	0.29	0.21	0.04	0.38	0.22	1.84	0.17	2.51	17.00	2.93	**23.56**

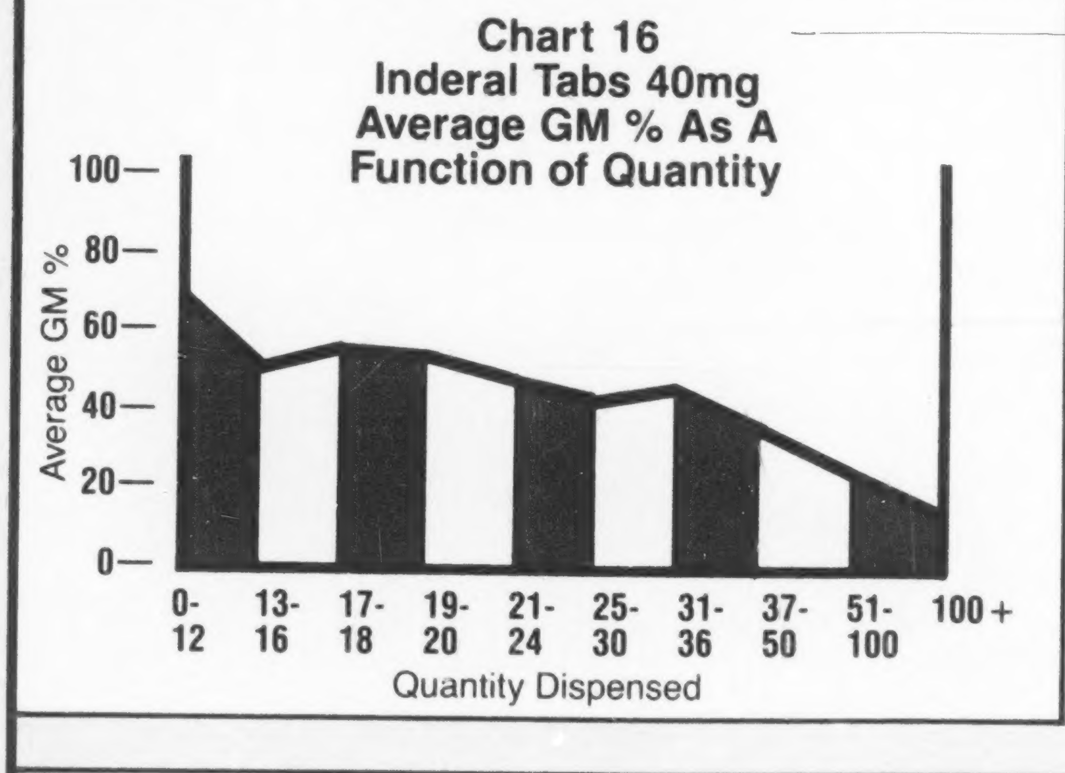


Chart 16
Inderal Tabs 40mg
Average GM % As A Function of Quantity

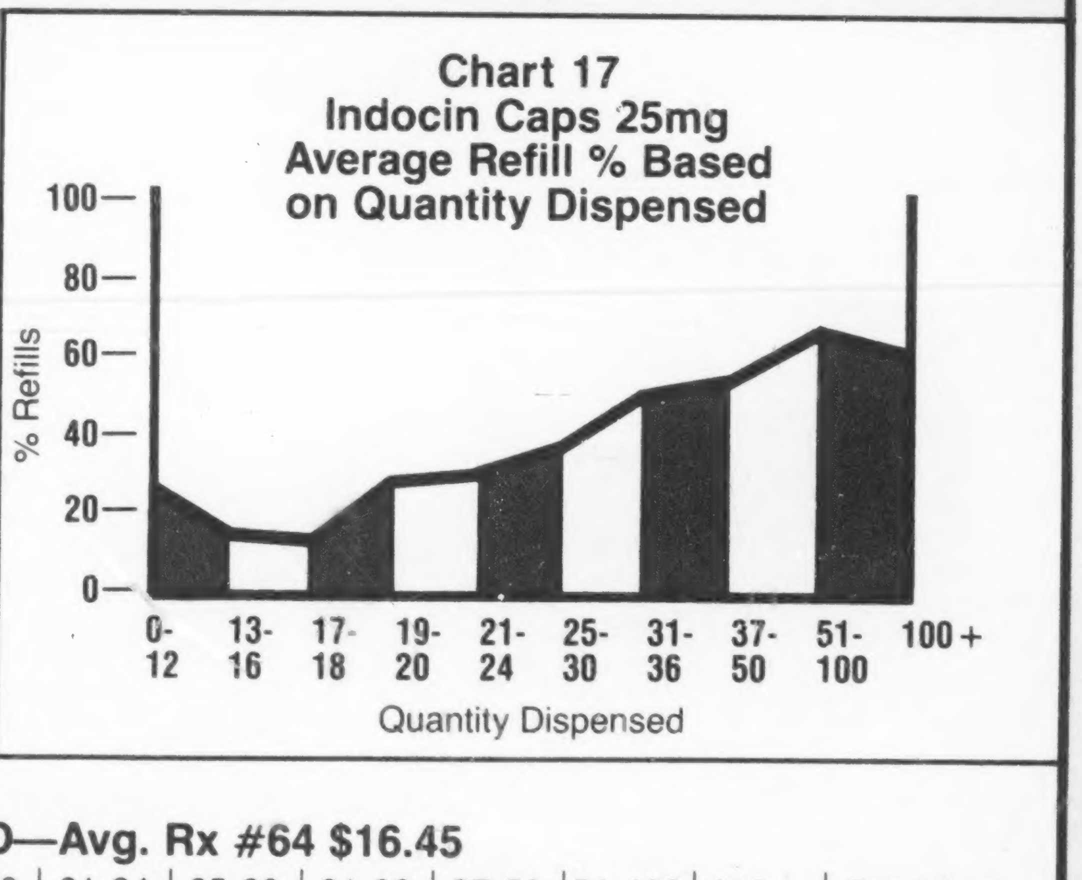


Chart 17
Indocin Caps 25mg
Average Refill % Based on Quantity Dispensed

Indocin Caps 25mg MSD—Avg. Rx #64 $16.45

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% of ℞ Dispensed	1.39	2.09	0.23	3.66	4.00	18.04	1.63	19.48	44.86	4.57	**100.00**
Avg. Refill % by Disp. Qty.	23.44	18.75	18.18	27.98	27.72	39.49	50.67	52.57	66.10	63.81	53.67
Average GM %	56.56	51.41	44.88	43.43	41.30	36.15	31.32	27.92	17.85	10.73	22.13
Contribution of Quantity to GM*	0.79	1.07	0.11	1.59	1.66	6.52	0.51	5.44	8.01	0.49	**22.14**

*This figure is calculated by multiplying the percentage of ℞ dispensed by the average gross margin and dividing by 100.

Dispensing Profiles

Keflex Pul 250mg Dista—Avg. Rx #26 $16.54

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100 +	**Total**/Avg.
% of ℞ Dispensed	4.97	8.85	1.27	26.18	12.87	30.13	2.05	11.44	2.01	0.17	**100.00**
Avg. Refill % by Disp. Qty.	16.67	17.51	18.09	16.10	18.06	14.58	18.54	14.13	29.05	30.77	16.18
Average GM %	42.61	38.95	37.02	33.38	30.79	27.68	26.67	23.43	16.96	13.76	29.13
Contribution of Quantity to GM*	2.12	3.45	0.47	8.74	3.97	8.34	0.55	2.68	0.34	0.02	**29.13**

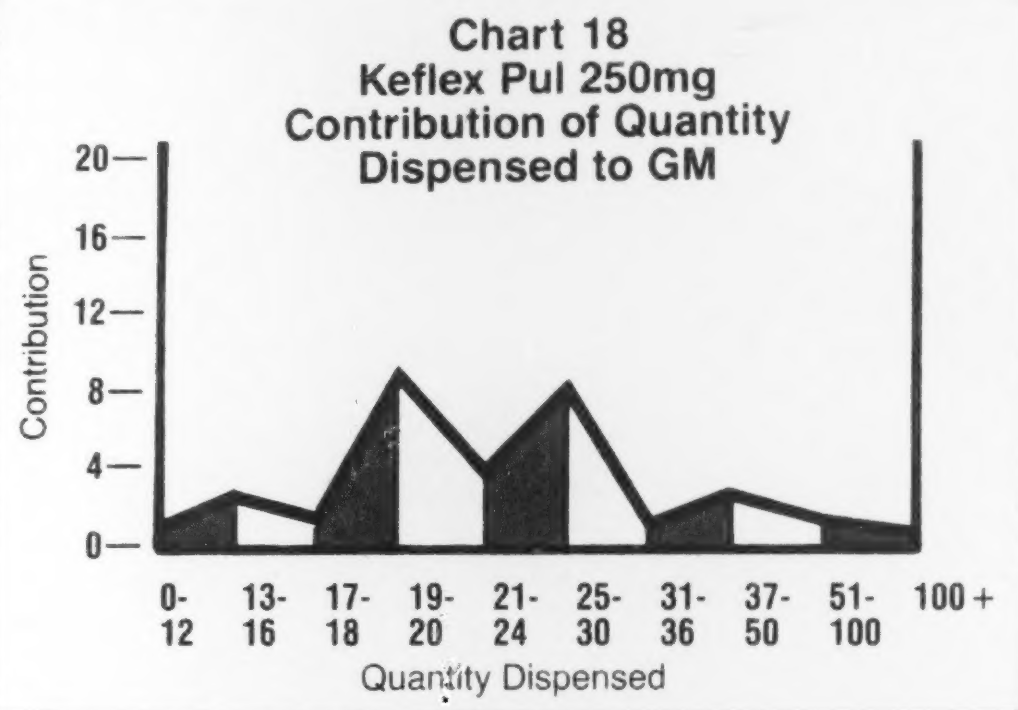


Chart 18
Keflex Pul 250mg
Contribution of Quantity
Dispensed to GM

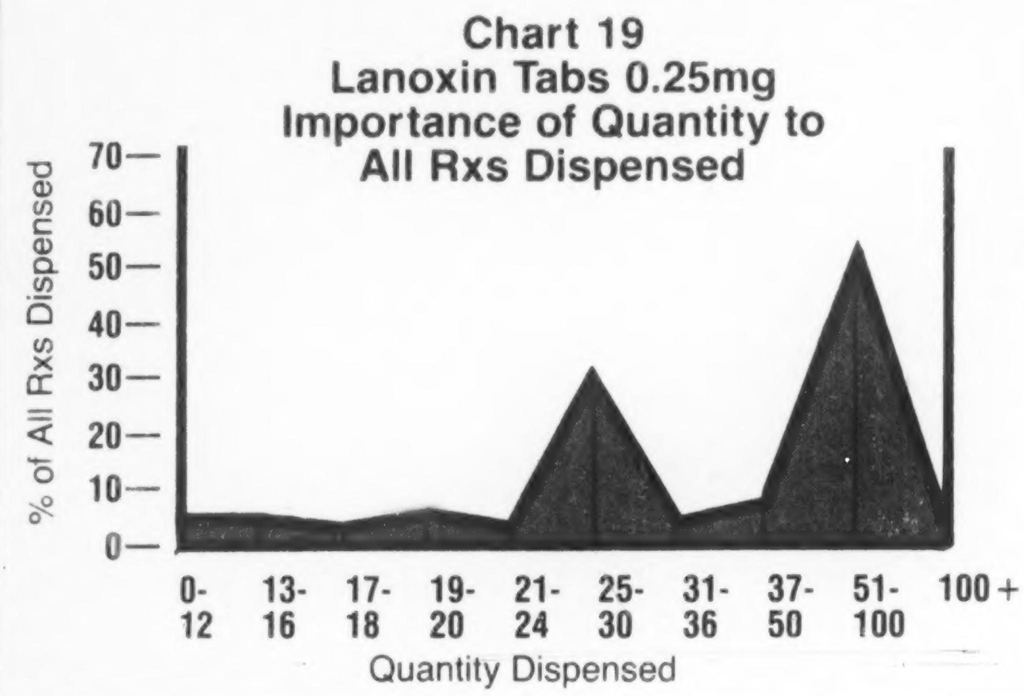


Chart 19
Lanoxin Tabs 0.25mg
Importance of Quantity to
All Rxs Dispensed

Lanoxin Tabs 0.25mg BW—Avg. Rx #66 $3.54

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100 +	**Total**/Avg.
% of ℞ Dispensed	1.09	1.20	0.03	1.66	0.18	30.81	4.43	9.10	50.09	1.36	**100.00**
Avg. Refill % by Disp. Qty.	42.98	69.40	50.00	69.73	75.00	69.76	75.00	74.95	69.20	67.11	69.85
Average GM %	94.28	91.13	92.19	88.32	88.96	85.73	86.18	76.76	60.14	47.95	70.82
Contribution of Quantity to GM*	1.03	1.10	0.04	1.48	0.16	26.42	3.82	6.99	30.14	0.66	**70.82**

Lasix Tabs 40mg Hoechst—Avg. Rx #51 $9.02

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100 +	**Total**/Avg.
% of ℞ Dispensed	2.90	3.43	0.40	4.21	1.40	36.35	5.11	11.78	32.26	2.10	**100.00**
Avg. Refill % by Disp. Qty.	45.94	56.65	67.27	62.00	70.68	66.59	69.55	70.68	70.99	68.77	67.61
Average GM %	72.03	61.30	54.75	56.34	54.62	47.78	47.66	37.32	24.87	17.98	35.18
Contribution of Quantity to GM*	2.10	2.11	0.22	2.37	0.77	17.37	2.44	4.40	8.02	0.38	**35.18**

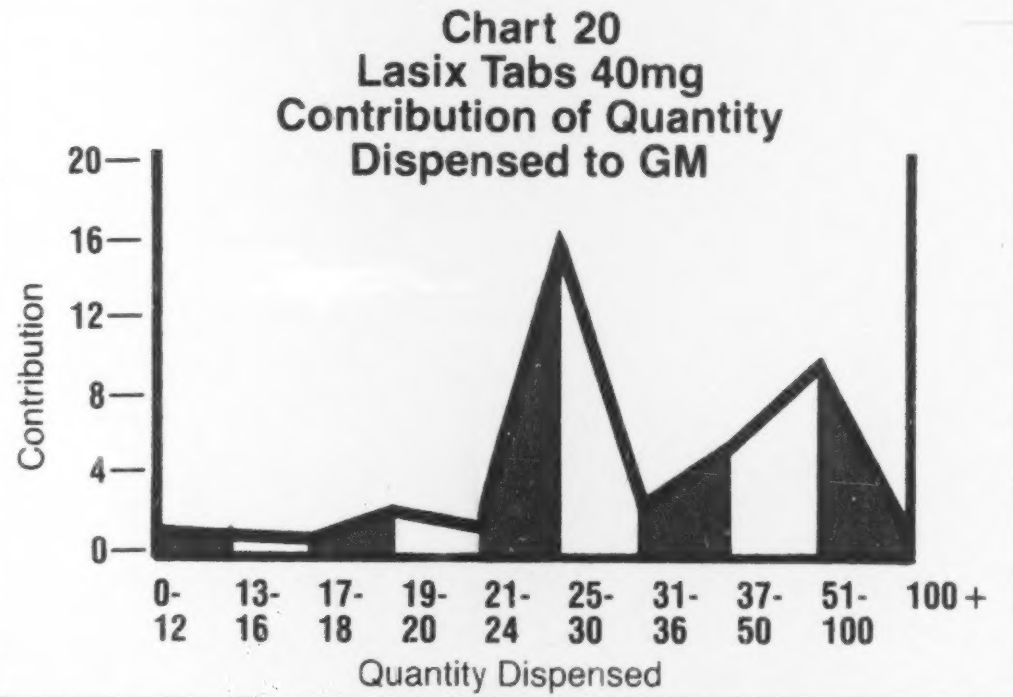


Chart 20
Lasix Tabs 40mg
Contribution of Quantity
Dispensed to GM

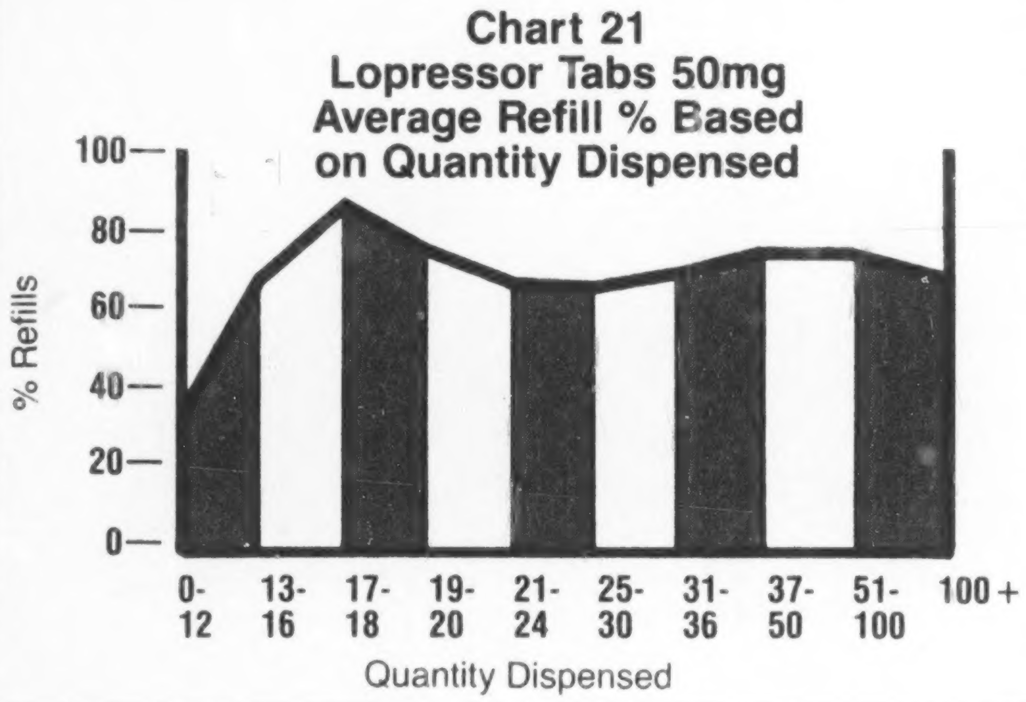


Chart 21
Lopressor Tabs 50mg
Average Refill % Based
on Quantity Dispensed

Lopressor Tabs 50mg Geigy—Avg. Rx #77 $14.21

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100 +	**Total**/Avg.
% of ℞ Dispensed	0.55	0.81	0.13	0.91	0.24	10.87	1.21	10.69	69.53	5.02	**100.00**
Avg. Refill % by Disp. Qty.	39.47	66.07	88.89	71.43	70.59	68.71	72.62	77.91	77.31	72.05	75.76
Average GM %	63.96	56.56	53.99	53.06	49.17	43.74	42.37	35.18	24.27	17.28	25.92
Contribution of Quantity to GM*	0.35	0.46	0.07	0.48	0.12	4.76	0.52	3.76	16.87	0.87	**25.92**

*This figure is calculated by multiplying the percentage of ℞ dispensed by the average gross margin and dividing by 100.

Dispensing Profiles

Mellaril Tabs 25mg Sandoz—Avg. Rx #70 $13.98

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% of ℞ Dispensed	2.39	1.92	0.10	1.37	3.22	16.96	2.61	9.49	49.12	12.76	**100.00**
Avg. Refill % by Disp. Qty.	21.21	41.51	33.33	50.00	68.54	55.98	68.06	65.65	62.07	55.11	59.28
Average GM %	49.85	46.73	53.16	48.97	24.14	39.68	36.55	30.52	21.43	14.92	22.95
Contribution of Quantity to GM*	1.19	0.90	0.06	0.68	0.78	6.73	0.95	2.90	10.53	1.90	**22.95**

Chart 22
Mellaril Tabs 25mg
Average GM % As A
Function of Quantity

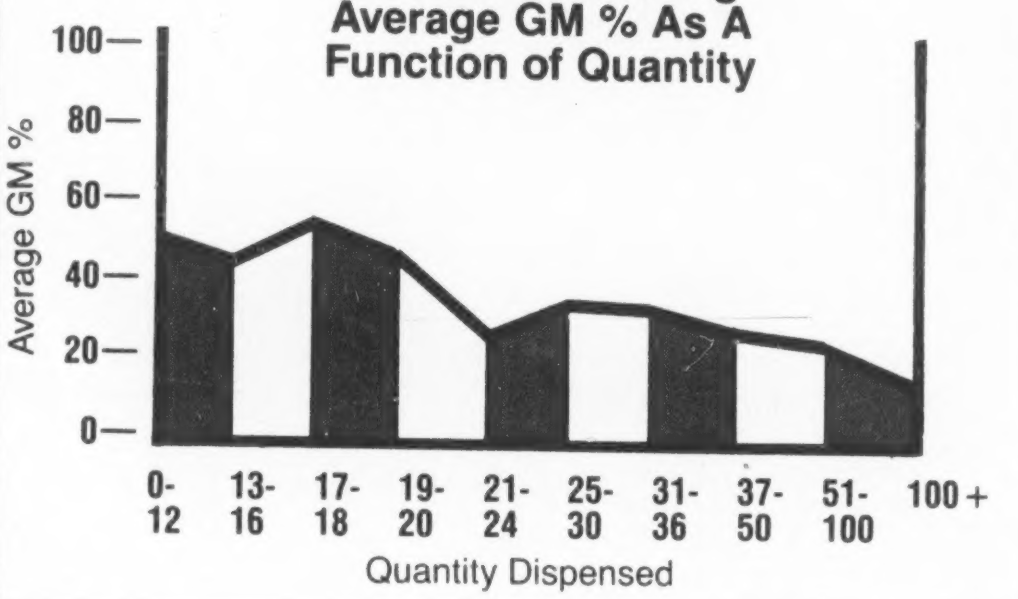
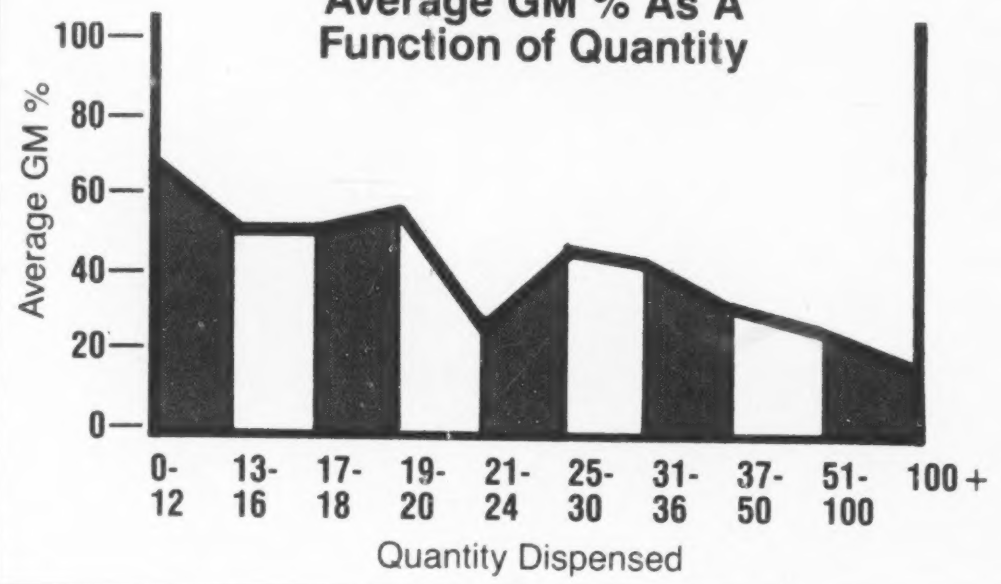


Chart 23
Minipress Caps 1mg
Average GM % As A
Function of Quantity



Minipress Caps 1mg Pfizer—Avg. Rx #78 $13.57

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% of ℞ Dispensed	1.42	0.72	0.07	1.12	0.40	10.81	1.49	10.45	66.71	6.77	**100.00**
Avg. Refill % by Disp. Qty.	53.85	65.00	100.00	41.94	72.73	70.03	78.05	75.96	75.98	68.82	74.11
Average GM %	64.27	53.92	52.00	54.31	25.23	46.65	43.35	37.28	26.91	18.30	28.14
Contribution of Quantity to GM*	0.91	0.39	0.04	0.61	0.10	5.05	0.65	3.90	17.95	1.24	**28.14**

Motrin Tabs 400mg Upjohn—Avg. Rx #64 $15.23

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% of ℞ Dispensed	3.06	2.44	0.28	5.95	2.88	15.66	1.71	17.61	41.82	8.53	**100.00**
Avg. Refill % by Disp. Qty.	21.82	19.18	23.08	23.97	34.36	36.84	46.75	45.98	63.04	62.66	50.02
Average GM %	55.83	50.26	48.36	45.57	42.12	36.62	35.82	29.37	18.41	13.71	22.74
Contribution of Quantity to GM*	1.71	1.23	0.14	2.71	1.22	5.74	0.62	5.18	7.71	1.17	**22.75**

Chart 24
Motrin Tabs 400mg
Contribution of Quantity
Dispensed to GM

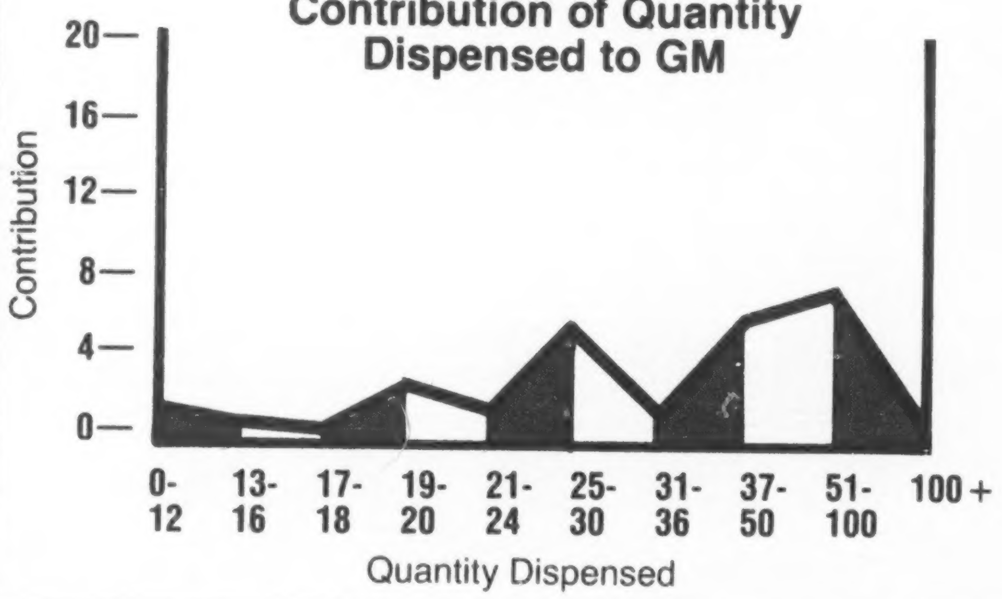
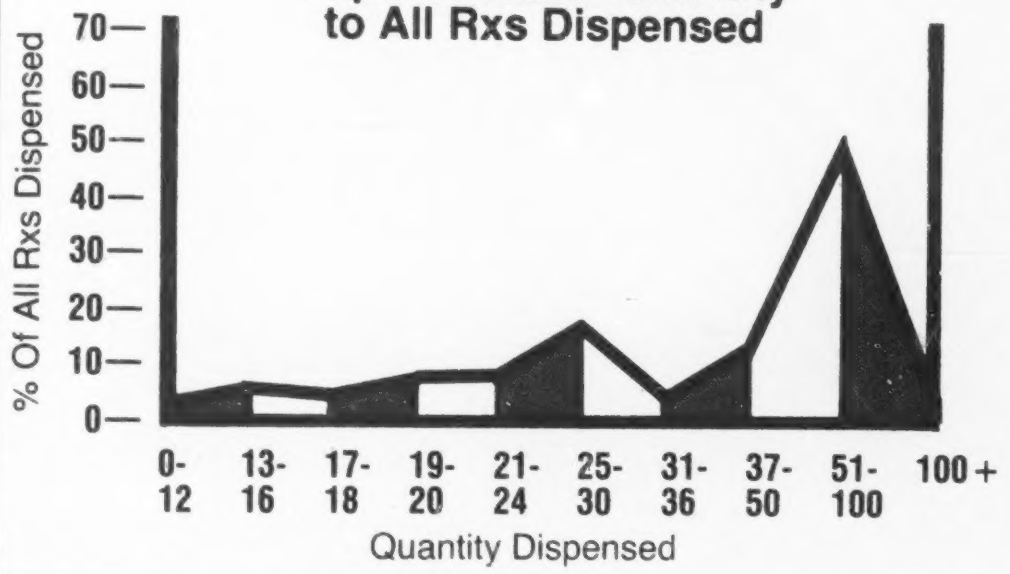


Chart 25
Naprosyn Tabs 250mg
Importance of Quantity
to All Rxs Dispensed



Naprosyn Tabs 250mg Syntex—Avg. Rx #60 $26.17

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% of ℞ Dispensed	1.22	1.69	0.33	4.85	1.53	18.26	1.12	16.49	51.61	2.84	**100.00**
Avg. Refill % by Disp. Qty.	27.45	42.25	50.00	30.54	50.00	49.15	51.06	60.38	66.84	52.94	58.99
Average GM %	46.14	40.04	36.41	35.21	31.89	28.43	24.18	20.46	13.71	8.15	16.75
Contribution of Quantity to GM*	0.56	0.68	0.12	1.71	0.49	5.20	0.27	3.38	7.08	0.23	**16.76**

*This figure is calculated by multiplying the percentage of ℞ dispensed by the average gross margin and dividing by 100.

Dispensing Profiles

Orinase Tabs 500mg Upjohn—Avg. Rx #82 $13.73

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% of ℞ Dispensed	1.12	0.96	0.03	1.00	0.50	11.86	2.39	11.55	60.97	9.58	**100.00**
Avg. Refill % by Disp. Qty.	65.52	64.00	0.00	88.46	76.92	76.55	79.03	82.94	77.00	74.19	77.24
Average GM %	70.09	62.75	59.52	51.53	43.36	44.16	43.48	32.57	21.20	14.50	23.03
Contribution of Quantity to GM*	0.79	0.61	0.02	0.52	0.22	5.24	1.04	3.76	12.93	1.39	**23.04**

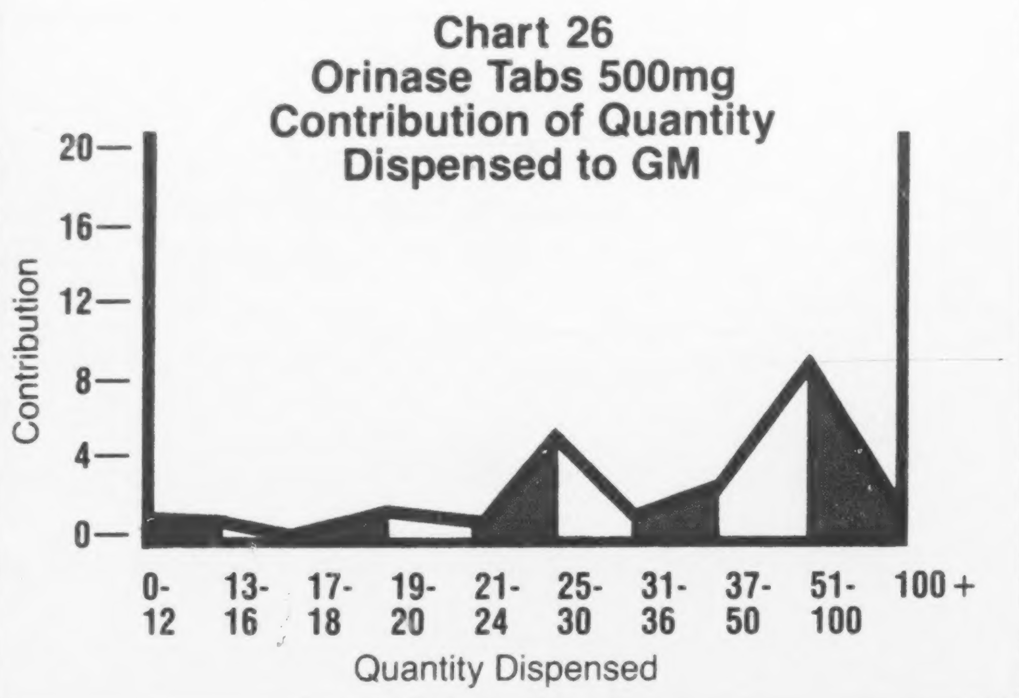


Chart 26
Orinase Tabs 500mg
Contribution of Quantity
Dispensed to GM

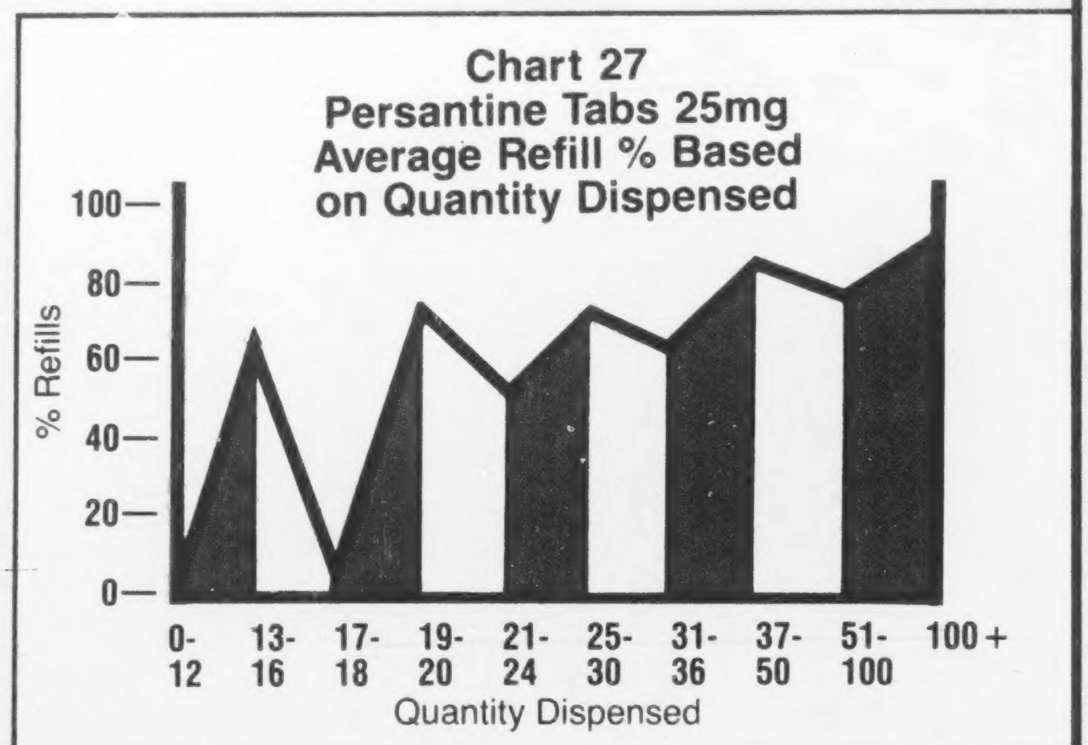


Chart 27
Persantine Tabs 25mg
Average Refill % Based
on Quantity Dispensed

Persantine Tabs 25mg Boehringer—Avg. Rx #112 $16.94

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% of ℞ Dispensed	0.21	0.08	0.00	0.21	0.10	2.21	0.43	4.62	64.36	27.71	**100.00**
Avg. Refill % by Disp. Qty.	0.00	66.67	0.00	75.00	50.00	72.84	62.50	82.25	79.70	81.82	79.95
Average GM %	80.04	51.75	0.00	58.15	57.00	46.37	46.14	37.56	25.80	19.32	23.76
Contribution of Quantity to GM*	0.18	0.04	0.00	0.13	0.06	1.03	0.20	1.74	16.61	5.36	**23.77**

Ser-Ap-Es Tabs Ciba—Avg. Rx #66 $14.42

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% of ℞ Dispensed	1.30	0.58	0.29	0.78	0.75	20.72	4.99	12.17	55.94	2.44	**100.00**
Avg. Refill % by Disp. Qty.	75.56	75.00	100.00	85.19	88.46	79.38	80.81	83.05	72.05	67.86	75.62
Average GM %	60.13	49.57	46.85	49.55	44.69	39.56	38.59	29.76	19.45	14.11	23.59
Contribution of Quantity to GM*	0.79	0.29	0.14	0.39	0.34	8.20	1.93	3.63	10.89	0.34	**23.59**

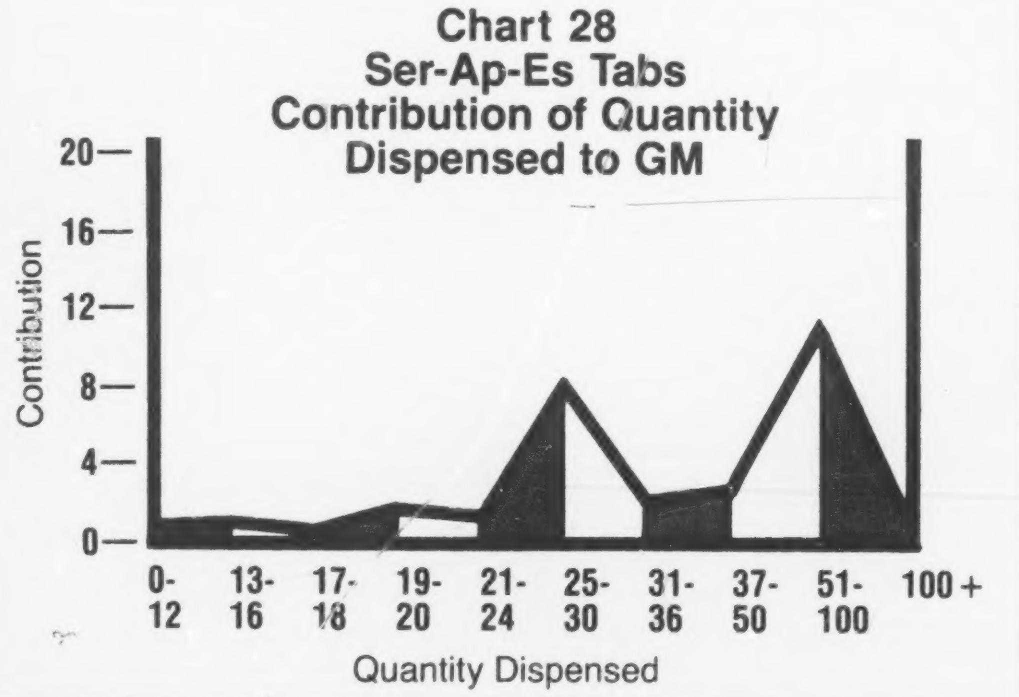


Chart 28
Ser-Ap-Es Tabs
Contribution of Quantity
Dispensed to GM

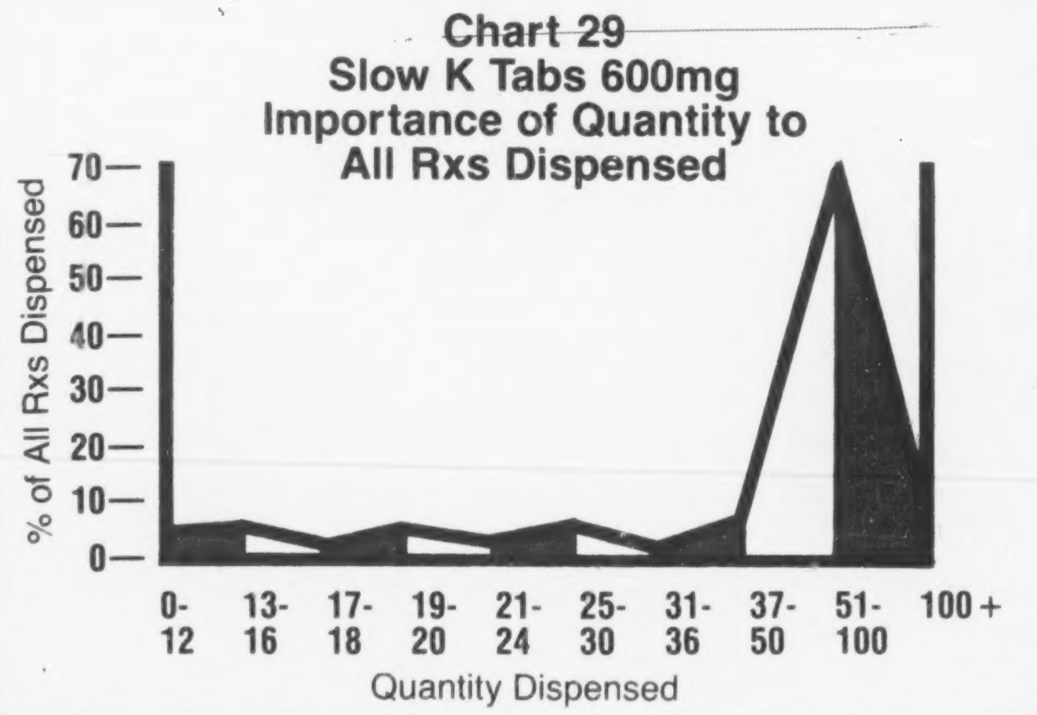


Chart 29
Slow K Tabs 600mg
Importance of Quantity to
All Rxs Dispensed

Slow K Tabs 600mg Ciba—Avg. Rx #94 $10.03

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% of ℞ Dispensed	0.46	0.47	0.08	0.55	0.23	6.84	0.88	6.35	70.47	13.63	**100.00**
Avg. Refill % by Disp. Qty.	46.55	50.85	72.73	55.71	51.72	67.75	76.58	74.91	76.49	74.58	75.09
Average GM %	75.44	70.57	66.16	67.03	64.80	58.65	59.19	47.95	33.66	24.83	33.41
Contribution of Quantity to GM*	0.35	0.33	0.06	0.38	0.15	4.02	0.52	3.05	23.72	3.39	**33.42**

*This figure is calculated by multiplying the percentage of ℞ dispensed by the average gross margin and dividing by 100.

Dispensing Profiles

Synthroid Tabs 0.1mg Flint—Avg. Rx #83 $6.24

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% of ℞ Dispensed	0.81	0.73	0.00	0.81	0.26	16.89	3.04	6.32	66.53	4.56	**100.00**
Avg. Refill % by Disp. Qty.	64.29	64.00	0.00	75.00	44.44	67.76	74.04	71.30	71.17	75.00	70.72
Average GM %	85.79	82.42	0.00	78.00	81.46	70.55	73.43	69.31	46.33	34.28	50.49
Contribution of Quantity to GM*	0.70	0.60	0.00	0.64	0.21	11.92	2.24	4.39	30.82	1.57	**50.50**

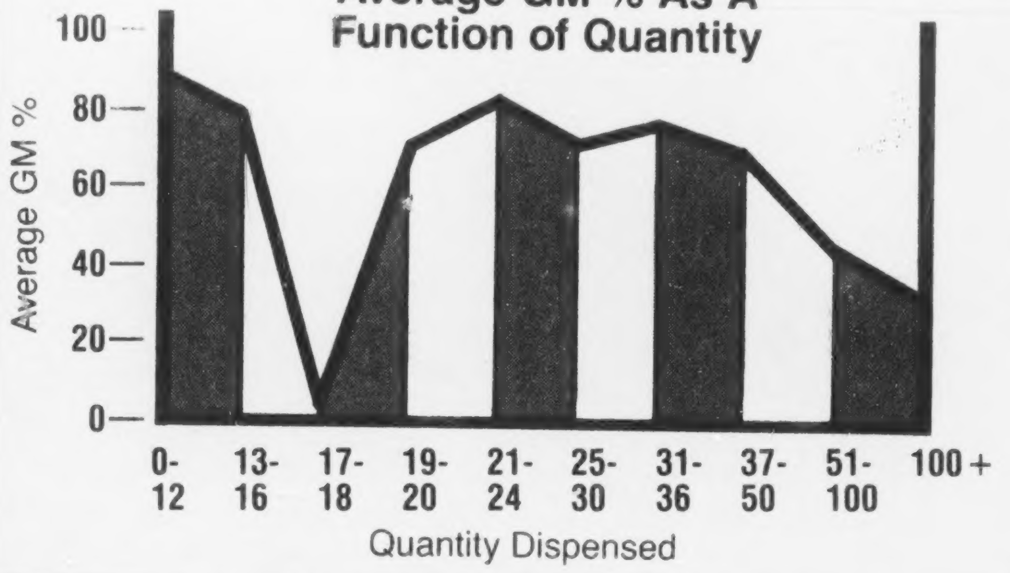


Chart 30
Synthroid Tabs 0.1mg
Average GM % As A
Function of Quantity

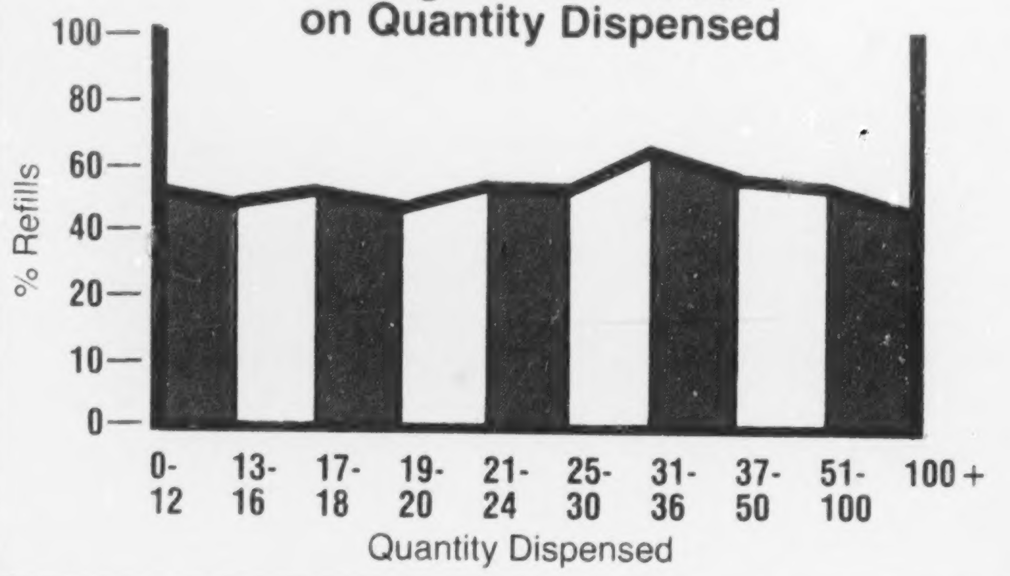


Chart 31
Tagamet Tabs 300mg
Average Refill % Based
on Quantity Dispensed

Tagamet Tabs 300mg SKF—Avg. Rx #73 $25.27

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% of ℞ Dispensed	1.10	0.67	0.07	1.35	1.10	12.35	1.57	19.30	54.36	8.09	**100.00**
Avg. Refill % by Disp. Qty.	49.75	45.53	53.85	44.94	59.20	55.07	64.81	59.45	59.59	53.70	58.20
Average GM %	44.80	37.86	39.58	35.82	31.36	28.12	25.68	20.77	12.31	10.06	14.51
Contribution of Quantity to GM*	0.49	0.26	0.03	0.49	0.35	3.47	0.41	4.01	6.69	0.81	**14.51**

Theo-Dur Tabs 300mg Key—Avg. Rx #75 $13.41

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% of ℞ Dispensed	0.93	1.33	0.03	2.81	0.78	10.97	0.57	11.21	67.23	4.11	**100.00**
Avg. Refill % by Disp. Qty.	35.48	29.55	0.00	29.03	46.15	48.48	52.63	60.38	66.05	63.24	61.31
Average GM %	70.73	62.21	60.68	56.21	53.21	47.48	44.10	38.59	28.18	18.39	30.04
Contribution of Quantity to GM*	0.67	0.83	0.02	1.58	0.42	5.21	0.25	4.33	18.95	0.76	**30.05**

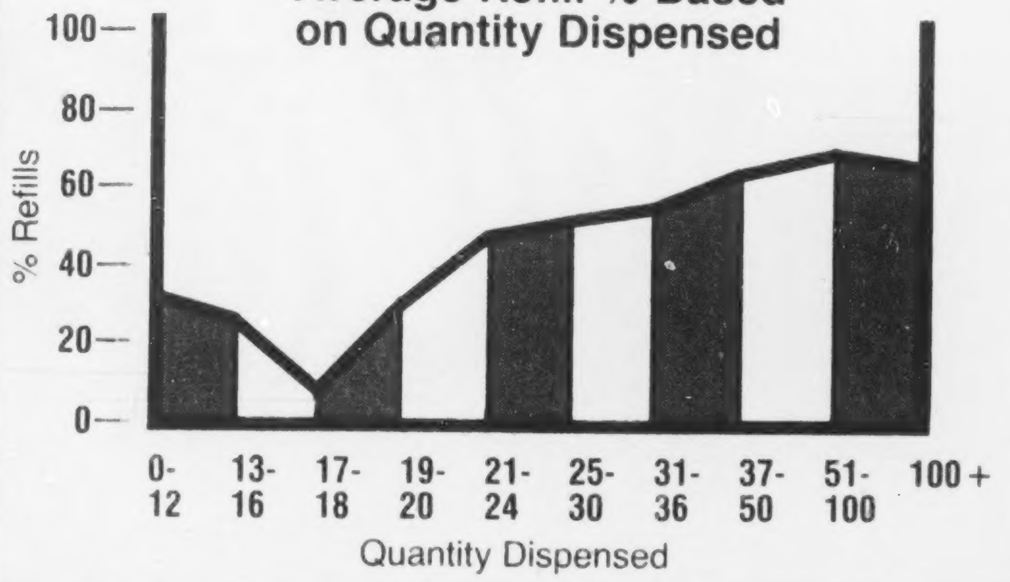


Chart 32
Theo-Dur Tabs 300mg
Average Refill % Based
on Quantity Dispensed

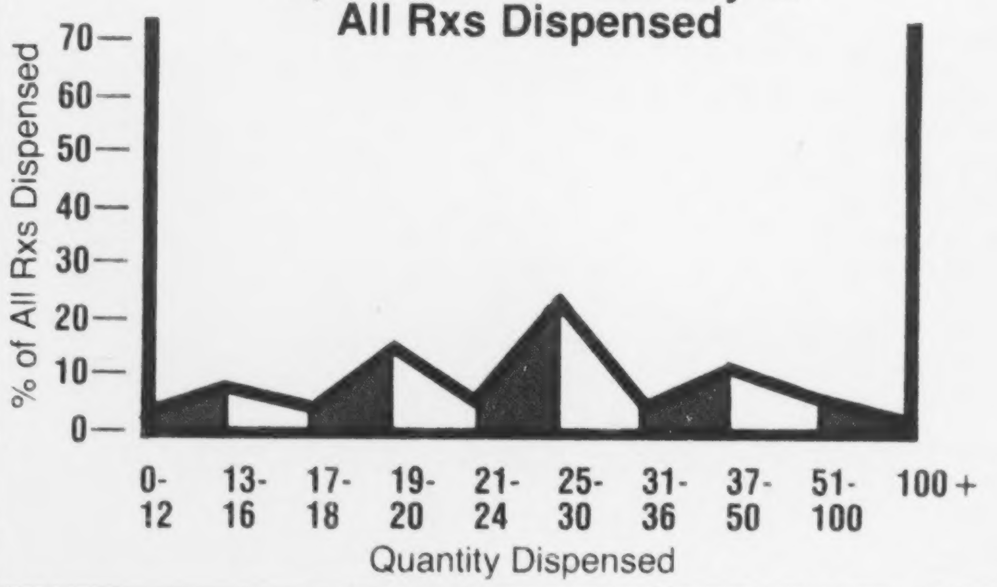


Chart 33
Tylenol w/Codeine 30mg
Importance of Quantity to
All Rxs Dispensed

Tylenol w/Codeine 30mg McNeil—Avg. Rx #32 $6.64

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% of ℞ Dispensed	14.27	9.46	1.73	15.89	7.13	25.23	2.89	13.46	9.49	0.41	**100.00**
Avg. Refill % by Disp. Qty.	7.97	10.28	20.45	13.92	26.94	29.89	44.54	42.69	51.21	38.46	26.20
Average GM %	78.85	73.18	70.07	68.03	64.95	60.20	57.04	50.95	37.57	28.59	58.49
Contribution of Quantity to GM*	11.26	6.92	1.22	10.82	4.63	15.19	1.65	6.86	3.57	0.12	**58.50**

*This figure is calculated by multiplying the percentage of ℞ dispensed by the average gross margin and dividing by 100.

Dispensing Profiles

Valium Tabs 5mg Roche—Avg. Rx #55 $11.16

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% of ℞ Dispensed	3.11	1.59	0.22	3.92	2.19	25.61	2.81	23.70	34.85	1.95	**100.00**
Avg. Refill % by Disp. Qty.	16.35	18.42	34.21	30.99	37.98	40.67	50.64	46.18	48.56	48.32	43.59
Average GM %	64.14	56.25	53.85	50.97	48.13	41.61	40.11	32.03	19.59	15.05	28.00
Contribution of Quantity to GM*	1.99	0.89	0.12	2.00	1.05	10.66	1.13	7.59	6.83	0.30	**28.00**

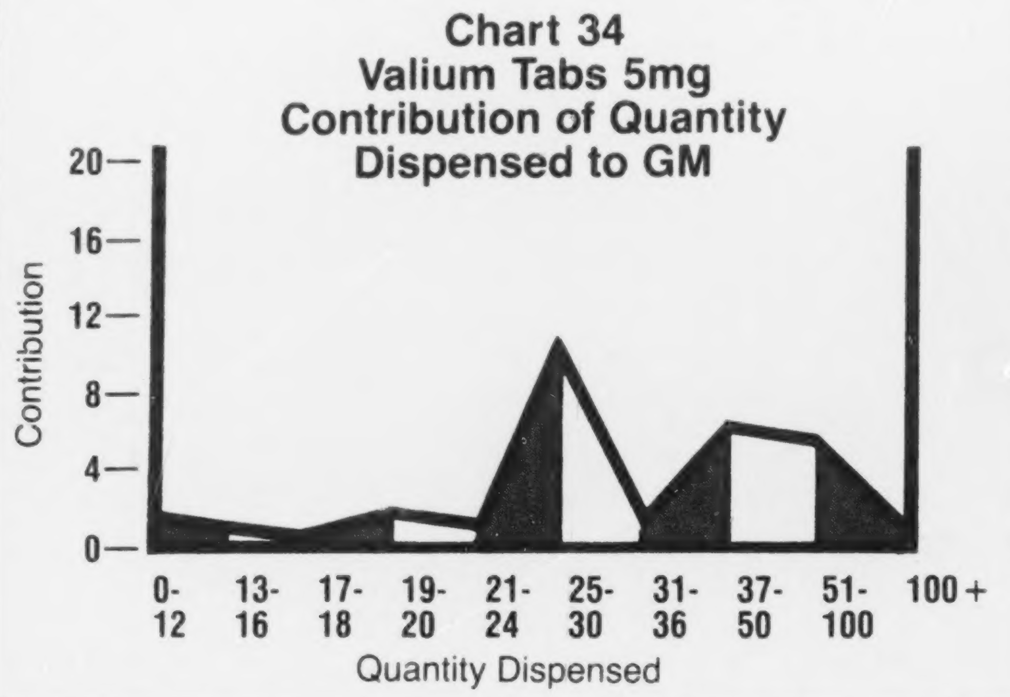


Chart 34
Valium Tabs 5mg
Contribution of Quantity
Dispensed to GM

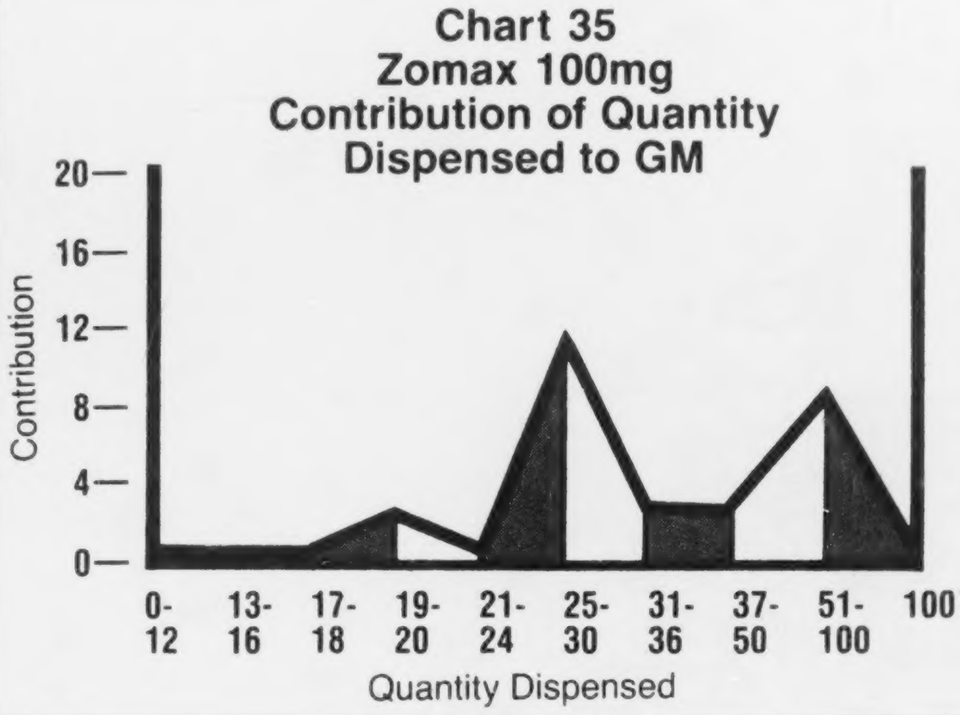


Chart 35
Zomax 100mg
Contribution of Quantity
Dispensed to GM

Zomax 100mg McNeil—Avg. Rx #35 $13.44

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% of ℞ Dispensed	0.00	0.00	0.00	5.26	0.00	26.31	5.26	5.26	52.63	5.26	**100.00**
Avg. Refill % by Disp. Qty.	0.00	0.00	0.00	0.00	0.00	100.00	100.00	100.00	90.00	0.00	84.21
Average GM %	0.00	0.00	0.00	57.74	0.00	46.88	41.05	45.13	18.10	9.09	24.40
Contribution of Quantity to GM*	0.00	0.00	0.00	3.04	0.00	12.34	2.16	2.37	9.53	0.48	**24.40**

Zyloprim Tabs 300mg BW—Avg. Rx #61 $17.92

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% of ℞ Dispensed	0.61	1.36	0.14	0.68	0.50	33.57	5.50	11.08	45.73	0.79	**100.00**
Avg. Refill % by Disp. Qty.	52.94	55.26	75.00	57.89	71.43	76.31	76.47	74.35	67.11	54.55	71.14
Average GM %	55.81	46.58	47.89	43.26	40.75	35.60	31.78	25.88	18.84	13.28	23.40
Contribution of Quantity to GM*	0.34	0.64	0.07	0.29	0.20	11.95	1.75	2.87	8.62	0.10	**23.41**

*This figure is calculated by multiplying the percentage of ℞ dispensed by the average gross margin and dividing by 100.

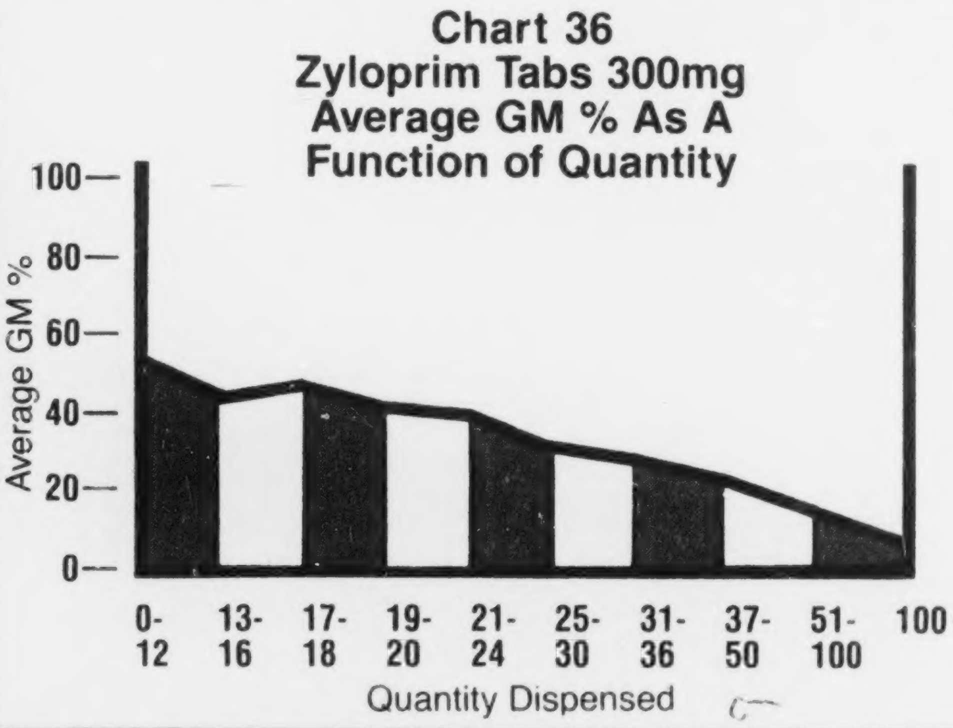


Chart 36
Zyloprim Tabs 300mg
Average GM % As A
Function of Quantity

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Bulk Buying Guide For Leading Products

Products are selected for this section from those drugs having the largest numbers of capsules or tablets dispensed from an average store during a typical month, i.e., October 1982.

As a rule of thumb, pharmacies should never order more than a month's supply of a fast-moving item unless an additional per cent discount can be obtained for every month that the item remains on the shelf. In other words, if sufficient savings from bulk purchases are not obtained or demand doesn't warrant purchasing large quantities, pharmacists should buy smaller package sizes. This is especially true when products can be acquired in packaging that can be dispensed directly to patients, thereby saving the pharmacy added container costs. Remember, the goal is to achieve an inventory turn of at least 4.5X per year. The optimum is between six and seven turns per annum.

This guide is based on products' average demand, which varies from pharmacy to pharmacy. Birth control pills, nonbranded products, liquids, creams and ointments have been omitted. In addition, products with high usage rates during the months when flu incidence is high—antibiotics—may be overstated because these data are compiled for October.

Pricing data are taken from the *Prescription Pricing Guide* of January 1983. In order to maintain simplicity and consistency from company to company, only average wholesale prices (AWP) are used.

Although some AWP costs have changed since December, the relationships established among these brands' small and bulk sizes remain consistent.

If you turn to the summary table in the section of the reference titled "Planning Different Pricing Strategies," you'll note the column of figures on the left are headed "average number of capsules or tablets sold per pharmacy."

These figures represent the cornerstone around which a bulk buying chart for your prescription department can be built. First, however, you must determine the average prescription volume for the leading brands in your pharmacy department.

This information can be obtained rapidly through the use of electronic data processing equipment. Although a manual inspection of the Rx files will accomplish the same objective, the procedure is quite time-consuming to attempt in a busy department.

Once the products are ranked relative to one another, it is possible to compare small and bulk quantities among the leaders.

Products shown here are alphabetized so you can find price information fast.

Product	**Manufacturer**	**Small**		**Bulk**		**Savings**	
		Size	**$ Price**	**Size**	**$ Price**	**$**	**%**
Achromycin V caps 250mg	Lederle	100	$ 5.09	1,000	$ 29.09	$21.81	74.9%
Actifed Tabs	B-W	100	7.99	1,000	58.15	21.75	37.4
Aldactazide Tabs	Searle	100	23.75	2,500	530.80	62.95	11.9
Aldomet Tabs 250mg	MSD	100	14.87	1,000	144.20	4.50	3.1
Aldomet Tabs 250mg	MSD	100	26.76	500	131.91	1.89	1.4
Aldoril-25 Tabs	MSD	100	19.88	1,000	193.05	5.75	3.0
Apresoline Tabs 25mg	Ciba	100	8.98	1,000	87.07	2.73	3.1
Ativan Tabs 1mg	Wyeth	100	17.41	500	84.18	2.87	3.4
Atromid S Caps 500mg	Ayerst	100	10.30	—	—	—	—
Bactrim DS	Roche	100	40.98	500	194.66	10.24	5.3
Benadryl Caps 25mg	P-D	100	6.68	1,000	58.07	8.73	15.0
Benadryl Kaps 50mg	P-D	100	9.90	1,000	86.60	12.40	14.3
Brethine Tabs 2.5mg	Geigy	100	11.51	1,000	111.61	3.49	3.1
Catapres Tabs 0.1mg	Boehringer	100	14.90	1,000	141.54	7.46	5.3
Clinoril 150mg	MSD	100	40.07	—	—	—	—
Clinoril 200mg	MSD	100	50.13	—	—	—	—
Cogentin Tabs 2mg	MSD	100	8.88	1,000	74.08	14.72	19.9
Corgard Tabs 40mg	Squibb	100	30.36	1,000	288.49	15.11	5.2
Dalmane Caps 30mg	Roche	100	15.62	500	77.10	1.00	1.3
Darvocet-N 100mg	Lilly	100	18.53	500	88.01	4.64	5.3
Darvon Cpd-65 Pulv	Lilly	100	12.10	500	57.50	3.00	5.2
Depakene Caps 250mg	Abbott	100	21.56	—	—	—	—
Diabinese Tabs 250mg	Pfizer	100	28.07	1,000	269.47	11.23	4.2
Dilantin Kaps 100mg	P-D	100	6.82	1,000	53.82	14.38	26.7
Dimetapp Extab	Robins	100	14.50	500	67.60	4.90	7.2
Donnatal Tabs	Robins	100	3.30	1,000	30.70	2.30	7.5
Drixoral SA Tabs	Schering	100	17.88	—	—	—	—
Dyazide Caps	SKF	100	13.10	1,000	126.75	4.25	3.4
E.E.S. 400 Filmtabs	Abbot	100	21.95	—	—	—	—
Elavil Tabs 25mg	MSD	100	11.59	5,000	536.98	42.52	7.9
Empirin 325mg w/Cod. 30mg	B-W	100	10.07	1,000	89.30	11.40	12.8
Feldene Caps 20mg	Pfizer	100	91.44	—	—	—	—
Fiorinal Tabs	Sandoz	100	10.38	1,000	98.64	5.16	5.2
Hydergine Oral Tabs 1mg	Sandoz	100	21.12	1,000	100.32	5.28	5.3
Hydrochlorothiazide 50mg	Roxane	100	3.25	1,000	18.00	14.50	80.6
Hydrodiuril Tabs 50mg	MSD	100	7.68	5,000	342.65	41.35	12.1

Top 100 Bulk Buying Chart

Product	Manufacturer	Small		Bulk		Savings	
		Size	$ Price	Size	$ Price	$	%
Hygroton Tabs 50mg	USV	100	17.10	1,000	165.05	5.95	3.6
Inderal Tabs 10mg	Ayerst	100	5.94	1,000	57.04	2.36	4.1
Inderal Tabs 20mg	Ayerst	100	8.23	1,000	79.16	3.14	4.0
Inderal Tabs 40mg	Ayerst	100	11.75	1,000	112.91	4.59	4.1
~~Inderal Tabs 80mg~~	Ayerst	100	19.50	1,000	187.33	7.67	4.1
Indocin Caps 25mg	MSD	100	22.46	1,000	217.71	6.89	3.2
Isordil 5mg Titradose	Ives	100	6.53	1,000	61.20	4.1	6.7
Isordil 10mg Titradose	Ives	100	7.86	1,000	73.91	4.69	6.3
K-tabs 750mg	Abbot	100	7.39	1,000	71.10	2.8	3.9
Keflex Pulv 250mg	Dista	20	10.51	1,000	50.04	2.51	5.0
Klotrix Tabs 10meq	Mead-Johnson	100	8.03	1,000	71.21	9.09	12.8
Lanoxin Tabs 0.125mg	B-W	100	1.84	1,000	14.09	4.31	30.6
Lanoxin Tabs 0.25mg	B-W	100	1.99	5,000	60.40	39.10	64.7
Lasix Tabs 20mg	Hoechst	100	8.85	1,000	79.85	8.65	10.8
Lasix Tabs 40mg	Hoechst	100	12.45	1,000	112.35	12.15	10.8
Librax Caps	Roche	100	16.33	500	80.65	1.00	1.2
Librium Caps 10mg	Roche	100	12.85	500	63.25	1.00	1.6
Lomotil Tabs 2.5mg	Searle	100	22.37	2,500	482.28	76.97	15.9
Lopressor Tabs 50mg	Geigy	100	14.15	1,000	137.28	4.22	3.1
Lopressor Tabs 100mg	Geigy	100	25.48	1,000	247.18	7.62	3.1
Mellaril Tabs 25mg	Sandoz	100	17.40	1,000	165.30	8.70	5.3
Mellaril Tabs 50mg	Sandoz	100	20.88	1,000	198.36	10.44	5.3
Minipress Caps 1mg	Pfizer	250	33.44	1,000	131.15	2.61	2.0
Minipress Caps 2mg	Pfizer	250	46.56	1,000	182.55	3.69	2.1
Motrin Tabs 400mg	Upjohn	100	22.38	500	108.20	3.7	3.4
Motrin Tabs 600mg	Upjohn	60	31.28	500	153.56	2.84	1.8
Mysoline Tabs 250mg	Ayerst	100	8.80	1,000	83.80	4.20	5.0
Naprosyn Tabs 250mg	Syntex	100	38.30	500	185.36	6.14	3.3
Naprosyn Tabs 375mg	Syntex	60	46.92	500	227.63	7.07	3.1
Nitrobid Caps 2.5mg	Marion	60	8.94	100	13.88	1.02	7.3
Nitroglycerin Tabs 0.4mg	Lilly	100	2.17	—	—	—	—
Nitrostat Tabs 0.4mg	P-D	100	1.61	—	—	—	—
Orinase Tabs 500mg	Upjohn	50	7.31	1,000	141.04	5.16	3.7
Parafon Forte Tabs	McNeil	100	20.00	500	96.77	3.23	3.3
Percodan Tabs	Dupont	100	16.44	1,000	155.19	9.21	5.9
Persantine Tabs 25mg	Boehringer	100	12.11	1,000	114.94	6.16	5.4
Persantine Tabs 50mg	Boehringer	100	19.53	1,000	185.54	9.76	5.3
Phenobarbital Tabs 30mg	Lilly	100	1.40	5,000	28.72	41.28	143.7
Premarin tabs .625mg	Ayerst	100	7.60	1,000	72.36	3.64	5.0
Premarin tabs 1.25mg	Ayerst	100	10.66	1,000	101.72	4.88	4.8
Procardia Caps 10mg	Pfizer	100	20.78	—	—	—	—
Ser-Ap-Es Tabs	Ciba	100	17.84	1,000	173.00	5.4	3.1
Slow-K Tabs	Ciba	100	7.55	1,000	73.26	2.24	3.1
Synthroid Tabs 0.1mg	Flint	100	4.06	1,000	34.31	6.29	18.3
Synthroid Tabs 0.2mg	Flint	100	5.81	1,000	50.44	7.66	15.2
Tagamet Tabs 300mg	SKF	100	30.45	—	—	—	—
Tegretol Tabs 200mg	Geigy	100	17.52	1,000	169.92	5.28	3.1
Tenormin Tabs 50mg	Stuart	28	9.40	100	33.55	0.02	0.1
Theo-Dur Tabs 200mg	Key	100	11.30	500	53.48	3.02	5.6
Theo-Dur Tabs 300mg	Key	100	13.42	500	63.55	3.55	5.6
Thyroid Tabs 1gr	Armour	100	1.80	1,000	15.13	2.87	19.0
Thyroid Tabs 2gr	Armour	100	1.94	5,000	16.38	3.02	18.4
Tolectin DS Caps 400mg	McNeil	100	35.87	—	—	—	—
Tolinase Tabs 250mg	Upjohn	100	27.50	1,000	265.08	9.92	3.7
Tranxene Caps 7.5mg	Abbott	100	19.53	500	96.21	1.44	1.5
Triavil 2-25 Tabs	MSD	100	23.06	500	110.02	5.28	4.8
Tylenol w/ Cod. Tabs 30mg	McNeil	100	9.20	1,000	84.85	7.15	8.4
Tylenol w/Cod. Tabs 60mg	McNeil	100	17.15	500	81.44	4.31	5.3
Valium Tabs 2mg	Roche	100	9.94	500	48.70	1.00	2.1
Valium Tabs 5mg	Roche	100	15	500	76.60	1.00	1.3
Valium Tabs 10mg	Roche	100	26.21	500	130.05	1.00	0.8
Zomax 100mg	McNeil	100	27.06	—	—	—	—
Zyloprim Tabs 100mg	B-W	100	8.40	1,000	78.46	5.54	7.1
Zyloprim Tabs 300mg	B-W	100	23.00	500	110.05	4.95	4.5

Planning Different Pricing Strategies

In many pharmacies there is a multi-tiered pricing policy. In the examples that follow four different pricing levels are utilized. One level recognizes products that are a necessity; however, due to competition, margins are low or nonexistant, i.e., birth control pills. Another level might include the top 25 products, which are usually also very competitive. The third level may include the leading 100 drugs exclusive of the top 25. The final group could include all other drugs carried in the inventory.

	% of all ℞ Volume	% gross margin	weighted %	cumulative gross margin
Birth Control Pills	5%	0%	0	—
Top 25 Drugs less BC pills	25	20	500	—
Leading 75 Drugs	20	30	600	—
All Others	50*	50	2,500	—
	100%		3,600	36%

*Back into the 50%.

In practice this information can be obtained through the use of electronic data processing systems. It can also be obtained by adding additional data to the daily prescription report. The prescription number and selling price plus the number of new and refill scripts are already recorded. Additional information that should be recorded at the same time includes the name of the drug and its cost per quantity dispensed. Then it is possible to have a daily summary sheet with margins available.

Data by brand are totaled, then compiled and placed in a table similar to the one provided in this section (see One-Month Averages). This year's figures were compiled from a lesser number of stores than were used last year. As a result, some larger stores were excluded and the figures here are consistently lower than the 1982 figures. The figures still represent one month averages, though the per pharmacy numbers are slightly lower than 1982. The average number of tablets/capsules per script and % of Rxs as refills are consistent with last years numbers, however.

It is not necessary to sum information on every product dispensed. Once the top 100 products have been identified and the percent of total scripts determined, you can obtain the percentage of business for the "all other" category. Simply subtract the contribution of the first 3 categories from 100%, the difference represents percent of all volume contributed by the "all others" category.

This exercise will allow pharmacists to plan various pricing alternatives. For example, if in the interest of becoming more competitive, 25 more drugs are priced like the top 25 drugs, margin becomes 35.3%.

	% of all ℞ Volume	% gross margin	weighted %	cumulative gross margin
Birth Control Pills	5%	0%	0	—
Top 50 drugs less BC pills	32	20	640	—
Leading 50 drugs	13	30	390	—
All others	50	50	2,500	—
	100%		3,530	35.3%

Another example illustrates the impact on cumulative gross margins when percent gross margin is advanced for various segments.

	% of all ℞ Volume	% gross margin	weighted %	cumulative gross margin
Birth Control Pills	5%	10%	50	—
Top 25 drugs less BC pills	25	25	625	—
Leading 75 Drugs	20	35	700	—
All others	50	55	2,750	—
	100%		4,125	41.25%

One-Month Averages for Leading Products

Product	Average # tab/cap sold per pharmacy*	Your pharmacy	Average # of ℞'s per pharmacy	Your pharmacy	Average # tab/cap per ℞	Your pharmacy	% of ℞'s as refills	Your pharmacy	% Margin your pharmacy
Dyazide Caps	1,518		23		65		71		
Tagamet Tabs 300mg	1,207		17		73		58		
Slow K Tabs	1,081		11		94		75		
Inderal Tabs 40mg	880		9		98		77		
Dilantin Kaps 100mg	851		8		101		77		
Valium Tabs 5mg	836		15		55		43		
Inderal Tabs 10mg	711		7		105		77		
Aldomet Tabs 250mg	708		8		85		73		
Lanoxin Tabs 0.25mg	666		10		66		70		
Lasix Tabs 40mg	628		12		51		67		
Inderal Tabs 20mg	652		7		99		74		
Motrin Tabs 400mg	519		9		64		50		
Lanoxin Tabs 0.125mg	501		9		56		68		
Lopressor Tabs 50mg	484		6		77		76		
Darvocet-N 100mg	425		10		41		34		
Tylenol w/Cod. 30mg	371		11		32		26		
Persantine Tabs 25mg	369		3		112		80		

Product	Average # tab/cap sold per pharmacy*	Your pharmacy	Average # of ℞'s per pharmacy	Your pharmacy	Average # tab/cap per ℞	Your pharmacy	% of ℞'s as refills	Your pharmacy	% Margin your pharmacy
Procardia Caps 10mg	358		4		94		72		
Premarin Tabs 1.25mg	338		5		73		67		
Diabinese Tabs 250mg	335		5		65		69		
Thyroid Tabs 1gr	319		3		118		76		
Motrin Tabs 600mg	304		5		56		44		
Premarin Tabs 0.625mg	294		4		75		62		
Indocin Caps 25mg	267		4		64		54		
Synthroid Tabs 0.1mg	257		3		83		71		
Valium Tabs 10mg	252		5		55		35		
Aldoril-25 Tabs	252		3		74		77		
Zomax 100mg	244		7		35		30		
Ativan Tabs 1mg	243		5		51		45		
Hydrodiuril Tabs 50mg	242		4		60		75		
Dalmane Caps 30mg	235		7		32		39		
Actfied Tabs	232		5		43		43		
Naprosyn Tabs 250mg	227		4		60		59		
Theo-Dur Tabs 300mg	224		3		75		61		
Tegretol Tabs 200mg	220		2		103		65		
Donnatal Tabs	215		3		70		51		
Empirin 325mg w/Cod.	208		7		29		18		
Librax Caps	208		3		60		58		
Ser-Ap-Es Tabs	207		3		66		76		
Isordil 10mg Titradose	206		2		107		78		
Lasix Tabs 20mg	205		4		46		66		
Minipress Caps 1mg	193		2		78		74		
Nitrostat Tabs 0.4mg	193		2		96		45		
Orinase Tabs 500mg	192		2		82		77		
Hydergine Oral 1mg	189		2		89		72		
Clinoril 200mg	185		3		54		55		
Aldactazide Tabs	179		3		66		75		
Tenormin Tabs 50mg	179		4		50		63		
Mellaril Tabs 25mg	176		3		70		59		
Theo-Dur Tabs 300mg	175		2		71		58		
Keflex Pulv. 250mg	175		6		26		16		
Aldomet Tabs 500mg	172		2		86		74		
Inderal Tabs 80mg	172		2		99		77		
Valium Tabs 2mg	170		3		57		43		
Hygroton Tabs 50mg	170		3		53		70		
Achromycin V 250mg	163		3		49		29		
K-Tabs 750mg	161		2		84		70		
Tranxene Caps 7.5mg	158		3		53		47		
Feldene Caps 20mg	156		6		27		51		
Zyloprim Tabs 100mg	156		2		84		74		
Synthroid Tabs 0.2mg	155		2		84		71		
Zyloprim Tabs 300mg	155		3		61		71		
Apresoline Tabs 25mg	150		2		90		78		
Librium Caps 10mg	149		2		62		46		
Phenobarbital 30mg	144		2		99		56		
Parafon Forte Tabs	142		3		50		34		
Lopressor Tabs 100mg	141		2		80		76		
Nitroglycerin Tabs 0.4mg	140		2		104		49		
Dimetapp Extab	140		4		34		41		
Mellaril Tabs 50mg	139		2		64		54		
Catapres Tabs 0.1mg	139		2		72		68		
Brethine Tabs 2.5mg	137		2		76		66		
Persantine Tabs 50mg	137		2		88		70		
Atromid S Caps 500mg	133		2		105		80		
Clinoril 150mg	129		2		57		62		

One-Month Averages for Leading Products

Product	Average # tab/cap sold per pharmacy*	Your pharmacy	Average # of ℞'s per pharmacy	Your pharmacy	Average # tab/cap per ℞	Your pharmacy	% of ℞'s as refills	Your pharmacy	% Margin your pharmacy
E.E.S. 400 Filmtabs	129		5		27		15		
Triavil 2-25 Tabs	128		2		70		67		
Minipress Caps 2mg	127		1		89		74		
Elavil Tabs 25mg	127		2		61		65		
Corgard Tabs 40mg	126		2		53		77		
Darvon Cpd-65 Pulv	123		3		47		43		
Benadryl Caps 25mg	123		3		41		36		
Thyroid Tabs 2gr	122		2		98		76		
Hydrochlorothiazide 50mg	122		3		82		65		
Lomotil Tabs 2.5mg	122		4		34		19		
Nitrobid Caps 2.5mg	121		1		87		75		
Benadryl Kaps 50mg	121		3		42		45		
Naprosyn Tabs 375mg	121		3		46		45		
Fiorinal Tabs	121		3		47		40		
Tolectin DS Caps 400mg	123		2		58		48		
Mysoline Tabs 250mg	113		1		84		74		
Tylenol w/Codeine 60mg	112		3		43		34		
Depakene Caps 250mg	112		1		127		76		
Bactrim DS 28pk	112		5		23		—		
Klotrix Tabs 10meq	110		1		79		66		
Percodan Tabs	110		3		37		00		
Isordil 5mg Titradose	110		1		105		77		
Cogentin Tabs 2mg	109		3		41		33		
Drixoral Tabs	109		3		37		56		
Tolinase Tabs 250mg	108		2		69		73		

*Due to rounding, the average number of units sold per pharmacy (column 1), may not be the product of multiplying column 3 by column 5.

Prescription Sales Overview

Trends in the drug store prescription market appear to be an indicator of the entire drug industry and are worth careful review.

According to market figures from PDS, a Foremost-McKesson subsidiary, new prescription volume was up 1.4% in 1982 and refills were even higher at 2.8%. Overall script volume was up only 2.1% vs. the 1981-80 change that was more than 4%. (The 1981-80 change was carried most prominently by the rise in refill prescriptions during that period.)

Dollar volume, on the other hand, rose a substantial 20.2%. This is consistent with the cost of prescription drugs increasing much faster than the current rate of inflation.

As in the past, new Rx's pulled in slightly more scripts than did refills, but the difference was negligible.

Summary of New And Refill Scripts Dispensed During 1982

	Rx Volume (in millions)		% Change (volume)	Rx $ Volume (in millions)		% Change (dollar)	1982 Share
	1982	1981		1982	1981		
Total Rxs	1,480.0	1,450.0	+2.1	9,860.0	8,200.0	+20.2	100.0
NEW Rxs	750.0	740.0	+1.4	—	—	—	50.7
REFILL Rxs	730.0	710.0	+2.8	—	—	—	49.3

Source: Pharmaceutical Data Services (PDS)—a subsidiary of Foremost-McKesson

Top 20 Generic Products

In order to provide readers a full picture of the prescription drug market, a section on generic products is included in this unit of the Reference. Since physicians may prescribe multisource drugs by their branded trade name or common generic name, it is imperative that pharmacists identify those products which play the most significant roles in generic prescribing.

Accordingly, a comparison between new and refill prescriptions—utilizing branded or generic drugs—is provided. Data for the first nine months of 1982 are presented here to provide a clearer overall picture of physicians' prescribing patterns and pharmacists' dispensing habits.

As in 1981, the first three quarters of 1981, antibiotics account for the top five unspecified prescription items dispensed through nine months of 1982. These five products comprise 7% of *all* new generic and branded scripts dispensed. Pharmacists should therefore be familiar with the specific contraindications, drug/food interactions, and microbial spectra of these antibiotics (see the Rx Drug Reference Guide).

By recognizing those products most likely to be prescribed generically, pharmacists can keep their inventories more evenly balanced. It is recognized that physicians' prescribing habits change from area to area.

Trends for new unspecified scripts in 1982 reveal that amoxicillin continues climbing and it is now in first place, while ampicillin and penicillin slipped back to second and third position respectively. Insulin NPH jumped from 17th to 12th place, while nitroglycerin products advanced in rank going from 11th to 10th place. For the first time amitriptyline moved up to make the top 20 list.

Declines in rank were also noted: Thyroid, meprobamate, potassium chloride, ferrous sulfate, erythromycin base, and paregoric all slipped at least one notch. And for the first time, penicillin G did not even register in the top 20. Disposable syringes are no longer monitored (as generic scripts) so this category did not make the list.

Other drugs on the list retained the same rank as 1981.

The 20 drugs represented here captured 10.3% of *all* new scripts (brand and generic) dispensed, down about one share point from last year. Still their importance can't be overemphasized. Knowledge in this area will play an important role in retailers' inventory, buying, and pricing practices for the foreseeable future.

Top 20 Unspecified Drugs
9 Months 1982

Product Rank Top 20 Generics Based on New Rxs			New Prescriptions			
			Rx volume (# millions)		Generic Drugs % share of all new scripts	
					(566.3 mil)	(570.1 mil)
'81	'82	Generic Drug	'81	'82	'81	'82
3	1	**Amoxicillin**	8.3	9.6	1.5%	1.7%
1	2	**Ampicillin**	11.8	9.6	2.2	1.7
2	3	**Penicillin VK**	9.3	8.4	1.6	1.5
4	4	**Tetracycline Systemic**	8.0	6.8	1.4	1.2
5	5	**Erythromycin Stearate**	6.8	5.0	1.2	0.9
6	6	**Prednisone Oral**	4.1	4.0	0.7	0.7
7	7	**Hydrochlorothiazide**	3.0	3.1	0.5	0.5
8	8	**Phenobarbital**	2.0	2.1	0.4	0.4
9	9	**Digoxin**	1.3	1.3	0.2	0.2
11	10	**Nitroglycerin**	1.2	1.2	0.2	0.2
10	11	**Thyroid**	1.2	1.2	0.2	0.2
17	12	**Insulin NPH**	0.6	1.0	0.1	0.2
13	13	**Hydrocortisone Dermatologicals**	0.9	0.9	0.2	0.2
12	14	**Meprobamate**	1.1	0.9	0.2	0.2
14	15	**Potassium Chloride**	0.8	0.8	0.1	0.1
N.A.	16	**Erythromycin Estolate***	N.A.	0.7	N.A.	0.1
16	17	**Ferrous Sulfate**	0.7	0.7	0.1	0.1
15	18	**Erythromycin Base**	0.7	0.6	0.1	0.1
N.A.	19	**Amitriptyline**	N.A.	0.6	N.A.	0.1
19	20	**Paregoric**	0.6	0.5	0.1	0.1
Total Top 20		Generic Products	63.6	59.0	11.2%	10.3%

*These products were combined with erythromycin stearate in 1981 figures.

Source: New Prescription Audit.

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CHAIN STORE AGE
RCHANDISER

rn families buy convenience foods—p. 55

RUG STORE NEWS®

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High Court settles generic review issue

WASHINGTON—The Supreme Court wrote the final chapter in the Generix "unapproved drug" saga, ruling unanimously that the Food and Drug Administration has a right to require premarket approval of generic drugs.

The surprisingly clearcut decision resolves much of the legal controversy surrounding F.D.A.'s prescription drug approval powers created by a series of conflicting Federal court generic Rx rulings over the past five years.

But the book on Government drug approval authority may not be closed completely. The justices refused to rule on the related issue of whether clearly "bioequivalent" generic drugs must be subject to premarket screening by F.D.A.

Despite this legalistic loophole, F.D.A. officials hailed the Generix decision as a major victory for the agency, because unapproved generic drug copies "pose a danger to the public."

The F.D.A.-Generix dispute erupted publicly in late 1979 when the agency filed suit in Federal District Court charging that the Florida-based distributor was illegally marketing a line of unapproved generic drug products to retail pharmacies.

F.D.A. asked for and received an injunction from the trial court prohibiting further distribution of eight non-F.D.A. approved generics marketed under the manufacturer's "Goldline" brand.

That ruling was promptly reversed by a Federal Court of Appeals on the basis of Generix' argument that generic copies of previously approved "pioneer" drugs do not require separate approval by F.D.A.

That decision stunned Gov-

Continued on page 76

Assoc./Affil. show attracts 1st-timers

New vendors reflect trends

NEW YORK—New vendors at this spring's combined Affiliated and Associated buying show will include a telephone manufacturer, a video cartridge maker and a 35mm camera manufacturer. Chain drug buyers say the addition of these companies reflects the direction of the industry.

"The telephone category is exploding, and we're in the video cartridge business. The industry is going toward electronics with phones, computers and video," according to Robert Morick, merchandising director of sundries at Gray Drug Fair.

"The show is reflecting these changes, and that's good," Morick said. "I'm going to see what's available. I'm looking for something new, but the main reason I'm going is to make sure we're not surprised by anything. I'm going to make sure we're doing what we're supposed to be doing."

Pay 'n Save buyers also looked forward to the addition of the new vendors, and a spokesman said, "The trend toward electronics is becoming more important for our chain."

Continued on page 75

Execs eye Schering suit fallout

By Mary Christian

NEW YORK—How could the problem have gotten that bad?

That was the question chain drug execs were asking about Schering Corp.'s decision to file suit against Peoples and Rite Aid, charging the chains with "imitative trade dress" in their private-label versions of Schering's Chlor-Trimeton (chlorpheniramine maleate) tablets.

Schering alleged "unfair competition" and "deceptive practice" by the chains in lawsuits filed in Federal District Courts in Alexandria, Va., and in New Jersey.

Chains commenting on the lawsuits agreed that, although the issue of imitative trade dress for OTC products has come up previously between manufacturers and their chain customers, it has never before come to a possible court action.

Ralph Heilman, professional service director at Seattle-

Continued on page 75

Thrift drafts "RxBot" for script ad battle

"We've always felt we needed to create a little excitement in our stores," Thrift Drug vp and director for marketing Larry Rose says about the chain's newmarketing mascot, RxBot.

By Allen Mundth

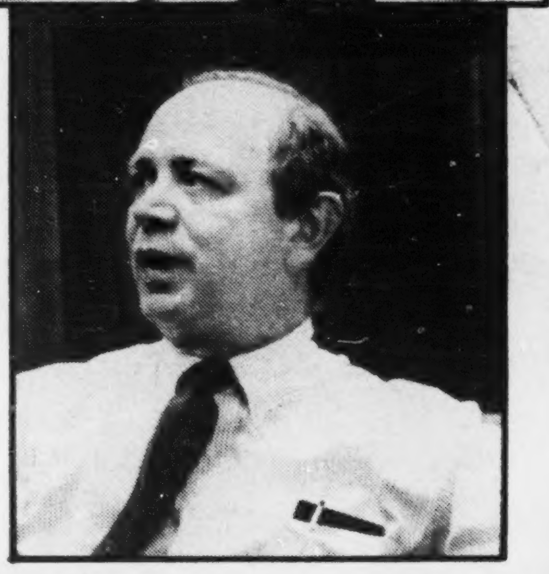
PITTSBURGH—A 4-ft. tall robotized prescription bottle that chirps, chatters and chuckles made its debut last month as Thrift Drug introduced a major institutional advertising campaign aimed at reinforcing its already impressive Rx business.

Dubbed RxBot (short for Rx Bottle), the space-age creature is already winning over customers' hearts at grand opening celebrations, in-store promotions and other major company events. An extensive billboard blitz during January and February and a year-long television campaign consisting of four different 30-second spots are also major ingredients in Thrift's new "Rxtra" campaign.

The man behind the Rxtra campaign, an extension of the company's earlier "Rxpert" promotion of Thrift pharmacists, is none other than vp/director for marketing Larry Rose.

"We've always felt that we needed to create a little excitement in our stores," said Rose, gently stroking the large childproof plastic cap atop RxBot's head. "And now, we think we've got it."

Continued on page 75



Medicare-Glaser's Medicom computer system has helped the St. Louis-based chain enhance its health image and gain market share, according to chain president Harlan Steinbaum. The system is capable of spotting potentially dangerous drug interactions.

Rx computers boost Medicare-Glaser sales

By Faye Brookman

ST. LOUIS—Prescription business is up 10% to 15% at Medicare-Glaser, thanks, in part, to the firm's Medicom Pharmacy system, according to three top officials at the chain.

"We've had good response to the system," Harlan Steinbaum, president of the 89-store chain, told *Drug Store News*. He was referring to the computer program which signals interactions. "It is a strong health care tool in marketing our chain, and it will take our competition a while to match our services."

Using in-store video and television to educate customers about the harms of drug interactions, Medicare-Glaser has been able to capture a greater share of the Rx business in its operating markets, according to Kenneth W. Anderson, director of professional relations. The chain's major competition comes from Walgreens, K mart and Schnucks Supermarkets (both of the latter have phar-

Continued on page 75

LATE NEWS

DART DRUG reported a 318% increase in net income for the year ended Jan. 31, to $17.4 million, or $10.37 a share, from $4.2 million, or $2.51 a share, a year ago. The earnings included an extraordinary gain of $8.3 million from the sale to Thrifty of 50% of Dart's interest in Crown Books East, the chain of discount book stores, as well as 50% of the operating systems for Trak Auto West to the same company. Without the gain, the increase in earnings was 118.5%. Sales for the fiscal year advanced 5.4% to $291.8 million from $276.9 million the previous year. For the final quarter, net earnings rose 162% to $6.5 million, or $3.82 a share, from $2.5 million, or $1.48 a share, in the comparable year-earlier period. Fourth quarter sales were $81.9 million compared to $78.7 million last year.

PHARMACY

Rising tide of elderly floods home health pool

Rx
Special Report: Home health care

NEW YORK—Executives see continued growth in the home health care market as hospital costs escalate and as demographic shifts in the United States population produce a bumper crop of senior citizens.

"The most rapidly growing age segment in the United States consists of those 85 years and older," says Budd J. Norris, president and ceo of Upjohn Health Care Services. The second-fastest growing group are those between the ages of 75 and 85."

Demographers point out that sifting rates of mortality will yield a population of 38 million people aged 65 and over—the prime users of home health care equipment and services—in the next 20 years.

"Every day of the year 5,000 more Americans celebrate their 65th birthday," adds Norris, "the group is growing at an annual rate of 18%."

Chronic health care problems plaguing the elderly, coupled with expensive hospitalization and treatment, significantly increase the demand for home health care—a fact which hasn't escaped Government cost-cutters.

In fact, Government administrators view home health care as a viable way of cutting health care costs, but without eliminating much needed health care services.

So in addition to meeting patient needs, home care satisfies a societal need: It offers consumers of health services an inexpensive alternative to costly hospital-based care.

"It's costing Medicare $70 billion a year to keep patients in hospitals," says Nick Marotta,

Continued on page 26

Chronic health care problems plaguing a growing number of the elderly, coupled with expensive hospitalization and treatment, have significantly increased the demand for home health care.

Penicillin/cephalosporin market trends, January 1982 to 1983

		% Retail market share Rxs		% Refills	Average price		% Retail margin	
Drug Description	Manufacturer	1/83	1/82	1/83	1/83	1/82	1/83	1/82
Keflex 250mg	Dista	14.9	17.6	18.1	17.63	14.95	25.0	28.2
Keflex 500mg	Dista	7.4	8.3	16.1	28.66	25.11	18.0	19.8
Ceclor 250mg	Lilly	5.1	4.7	16.0	21.08	17.93	22.0	25.2
V-Cillin K 250mg	Lilly	5.0	7.3	13.9	5.98	5.74	55.0	54.8
Pen-Vee-K 250mg	Wyeth	4.5	5.5	11.9	5.67	5.89	58.0	55.7
Penicillin VK 250mg	Parke Davis	3.1	4.3	10.7	4.90	4.84	66.0	62.4
Ceclor Susp. 125mg	Lilly	2.9	2.6	7.9	12.63	10.80	32.0	35.4
Ledercillin VK 250mg	Lederle	2.7	3.1	11.6	4.83	4.97	70.0	63.2
V-Cillin-K 500mg	Lilly	2.6	3.3	16.9	8.13	8.01	45.0	44.1
Ceclor Susp. 250mg	Lilly	2.6	2.1	9.2	20.13	16.94	23.0	25.3
Pen-Vee-K 500mg	Wyeth	2.5	2.6	12.0	7.45	8.11	48.0	44.4
Keflex Susp. 250mg	Dista	2.2	2.5	14.8	17.10	14.81	26.0	27.4
Duricef 500mg	Mead Johnson	2.1	2.1	14.0	19.73	17.00	24.0	25.6
SK Penicillin 250mg	SK	2.1	—	9.5	4.52	—	71.0	—
Pen-Vee-K Susp. 250mg	Wyeth	2.1	2.4	9.7	6.12	6.31	55.0	51.5
Beepen VK 250mg	Beecham	1.9	—	10.1	5.13	—	59.0	—
V-Cillin-K Susp. 250mg	Lilly	1.8	—	11.2	6.34	—	54.0	—
Keflex Susp. 250mg	Dista	1.5	2.5	13.8	9.79	14.81	39.0	27.4
Veetids 250mg	Squibb	1.3	—	11.1	5.92	—	55.0	—
Geocillin 382mg	Roerig	1.1	—	28.6	27.15	—	19.0	—
Velosef 250mg	Squibb	1.1	1.3	16.5	17.67	15.54	26.0	27.0
SK Penicillin 500mg	SK	1.1	1.8	10.1	5.55	5.56	63.0	59.0
Penicillin VK 250mg	Generic*	1.1	1.2	13.6	4.86	5.03	74.0	75.5
Ultracef 500mg	Bristol	1.0	—	13.8	19.41	—	24.0	—
Penicillin VK 500mg	Parke Davis	1.0	1.2	10.7	6.54	6.39	53.0	50.1
Top 25		74.7	85.8	14.1	13.68	11.60	30.2	32.8
Other		25.3	14.2	13.2	11.18	8.36	35.2	40.6
Total		100.0	100.0	13.9	13.08	11.14	31.0	33.7

*Generic—These include prescriptions dispensed with other than nationally promoted brands; margin is based on average wholesale price.

Source: Decision Data

Lilly still had 50% plus penicillin market share

ARLINGTON, Tex.—An analysis of the penicillin/cephalosporin antibiotic category for the peak sales month of January 1983 reaffirmed Lilly's dominance over the field (with more than 50% of the market) while the remainder was distributed among more than nine other manufacturers.

Although the average prescription price in the penicillin/cephalosporin market rose more than $2 (15%) from the same month in 1982, retail margins delined 2.7 points during the year.

These margins represent an average drop of over eight points in the last 26 months for the category, though only eight of the top 25 products experienced declining margins and 10 products' margins showed improvement in January 1983.

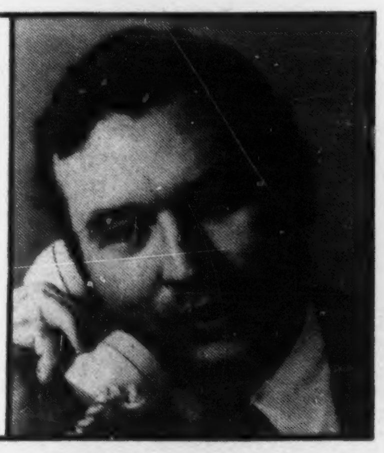
A redistribution of the market share was also reflected in figures collected by Decision Data, the Arlington, Tex.-based pharmaceutical market research firm. Lilly and Dista controlled 50.5% of all prescriptions in this group in January 1983. This represents a drop of 2.1 share points from the January 1982 figure. Parke Davis, Lederle, Wyeth and SmithKline also lost share points in the past year. These points were picked up by Beecham, Squibb and Bristol. Mead Johnson's share remained steady at 2.1%.

The top 25 products had some new additions, such as Roerig's Geocillin, Beecham's Beepen VK and Bristol's Ultracef. In spite of these additions, the top 25 products lost market share overall, from 86.6 to 74.7 since November 1980 figures. This translates to a wider distribution of the market.

Again, the only exception to this distribution was Eli Lilly's market dominance on the strength of products such as Keflex, Ceclor, and V-Cillin K.

Rxman's dilemma: Lose copay fee or drop Medicaid

Joseph Caputo, RPh
Pharmaceutical Editor



As the Federal Government backs away from its former commitment to fund health care for the indigent, pharmacists around the country will face a new crisis: Their dilemma will be whether to remain as providers of pharmaceutical services under the terms of the Medicaid contract, or to drop Medicaid because of inequities in the program.

The situation will reach crisis proportions on a state-by-state basis when hard-pressed state administrators unleash their cost cutters, who will then elect to make pharmacists collect indigent patients' copayments for pharmaceutical services.

This situation arose because Congress lifted restrictions which prevent state Medicaid offices from mandating payments from indigent patients. Now Medicaid recipients in many states will be required to make nominal payments for any pharmaceutical services received.

But a Catch-22 situation arises because state Medicaid plans say that providers of pharmaceutical services cannot deny care or services to those who are unable to share the cost of their scripts.

Government administrators must know that it's close to impossible to collect copayments of 50¢ or a $1 per script from medically indigent patients.

At this point, things really become twisted. According to HCFA administrators, when Medicaid patients say they can't afford a copayment, pharmacist providers must still dispense the script. The only alternative is to drop out of the program.

Although it's not stated, it appears that any loss incurred when pharmacists can't collect a copayment will be borne by the pharmacy—a practice frowned on by any profit-making business.

Congress passed the copay provision as part of the Tax Equalization and Fiscal Responsibility Act (TEFRA). On the face of it, the requirement that indigent patients make a small contribution toward the cost of their medication seems reasonable. Unfortunately, HCFA administrators elected to interpret the intent of Congress in a more creative way.

As a result, pharmacists electing to participate in the program under the Administration's new copayment regs, will become the unwilling subsidizers of the prescription drug program.

A cost shift to providers is never helpful to business, but in these economic times such a practice can threaten the survival of the provider.

So the pharmacist's dilemma will be whether to remain in the program and take on a large number of Medicaid scripts or drop the program and contribute to the decline of public health and preventive medicine.

Some choice.

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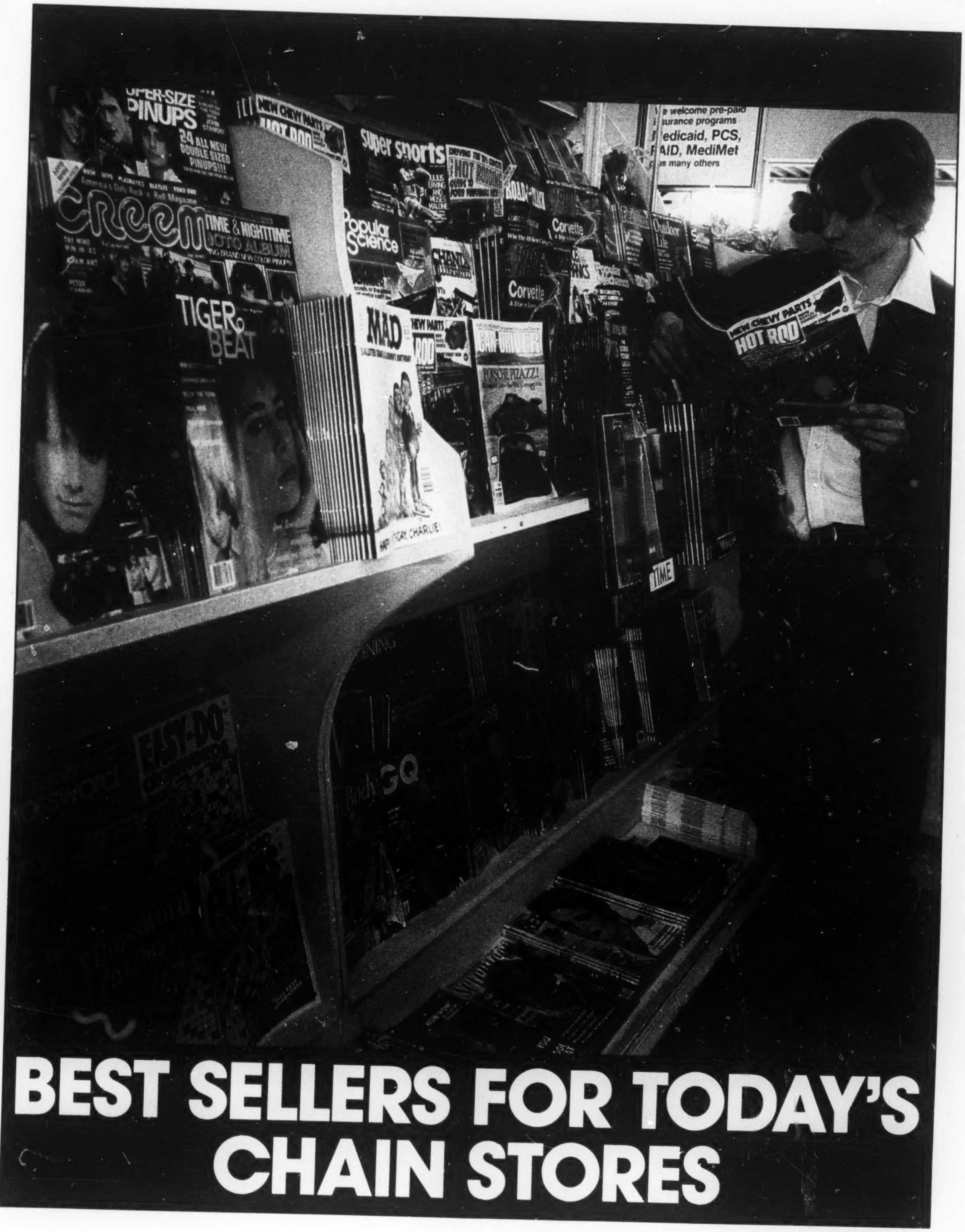
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